

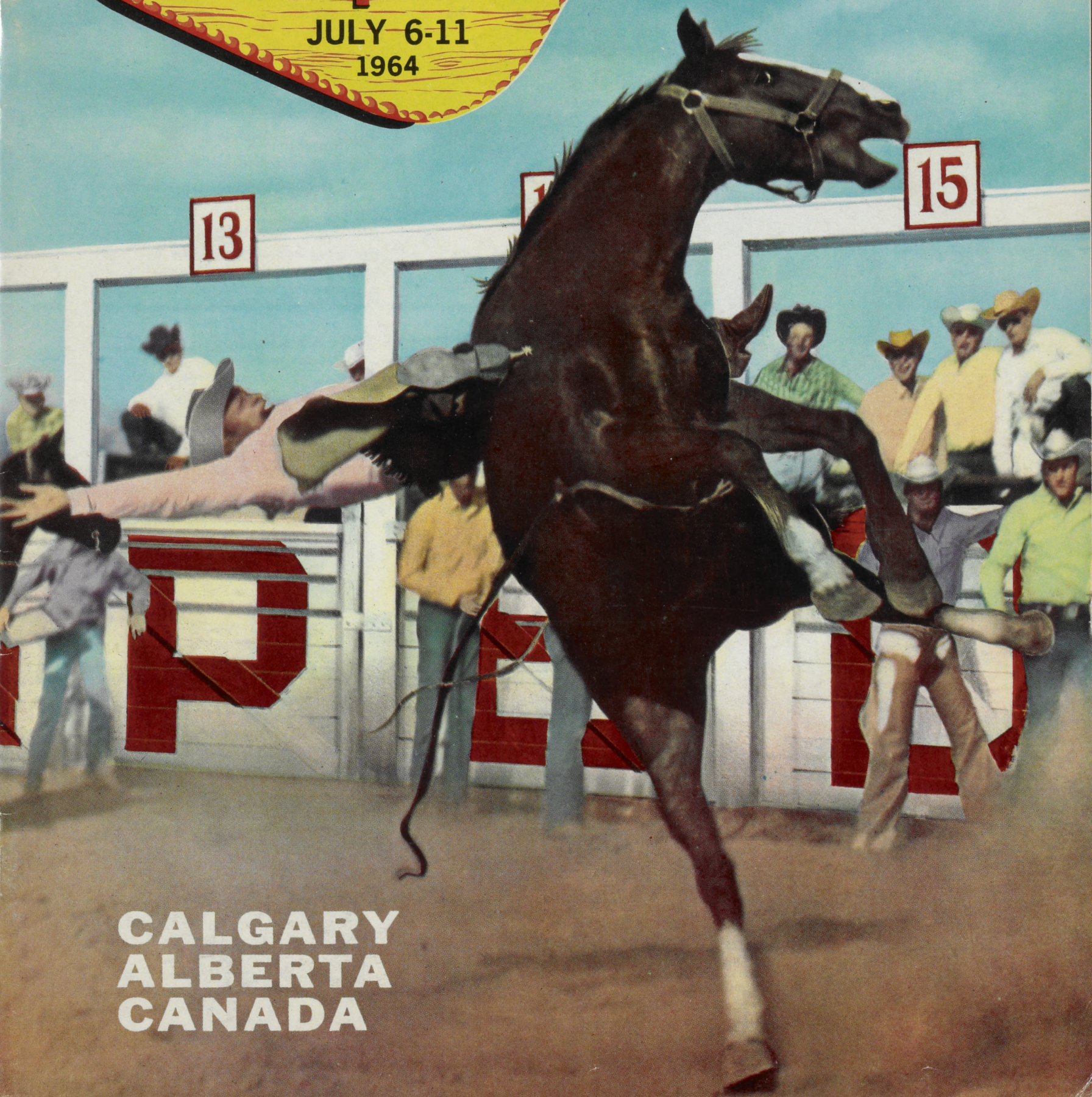
OFFICIAL SOUVENIR PROGRAM

50c

Calgary

EXHIBITION & Stampede

JULY 6-11
1964



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ALBERTA
CANADA

No need to tote a gun at the Stampede!



There are better ways of looking after your bankroll at the Stampede than relying on the quickness of your draw. There's the Bank of Montreal, for instance. It's right there on the exhibition grounds. They'll be glad to look after *all* your needs in money matters.

THE B OF M AT THE STAMPEDE

You'll find a completely-equipped branch of the Bank of Montreal on the ground floor of the Administration Building. Visitors to the Stampede find it particularly convenient for:

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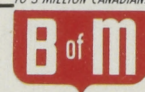
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"MY BANK"
TO 3 MILLION CANADIANS



60

Calgary Exhibition and Stampede

1964 Souvenir Programme

This programme was produced by the publicity department
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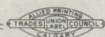
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MAURICE E. HARTNETT
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FRED KENNEDY,
Publicity Executive

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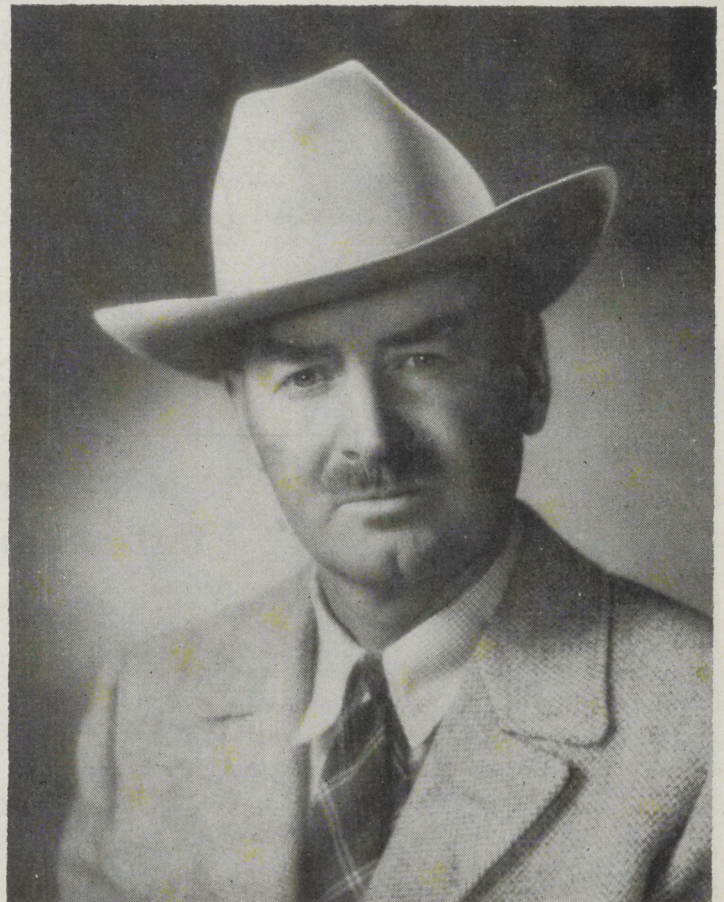
Will Open Exhibition and Stampede



Rt. Hon. LESTER B. PEARSON, PC, prime minister of Canada who is slated to formally open the 1964 Calgary Exhibition and Stampede Monday at 1:00 p.m., July 6, in front of the Grandstand.



MAURICE E. HARTNETT
General Manager,



DONALD C. MATTHEWS
President,



Meet Commerce Al... fastest draw in the west!

Al is one of the hired hands with Canadian Imperial Bank of Commerce. Whenever a customer comes in to draw some cash out of his account, Al has that money out of the drawer so fast he puts Marshal Dillon to shame. But that's the way it is with *all* the Commerce folks. They're so friendly and willing to please, you just *know* you couldn't get better service anywhere. If you're a stranger in town, you won't have far to go to find one of the 25 Calgary branches of the Commerce. And, at any branch, you can take advan-

tage of all the Commerce services—from obtaining a personal loan to cashing a traveller's cheque, from making a deposit to exchanging currency, buying money orders or drafts. So if it's fast, friendly service you're after, just hitch your horse outside any branch of the Commerce and c'mon in.

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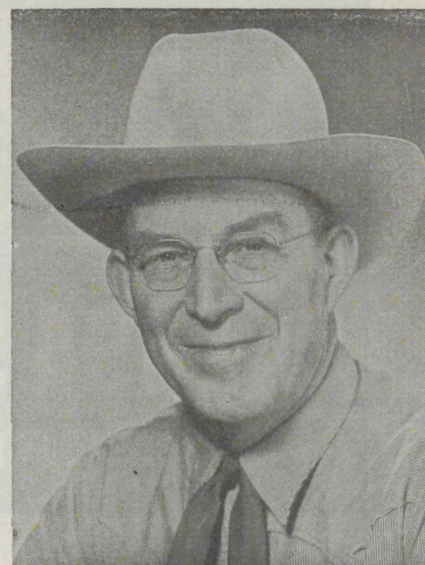
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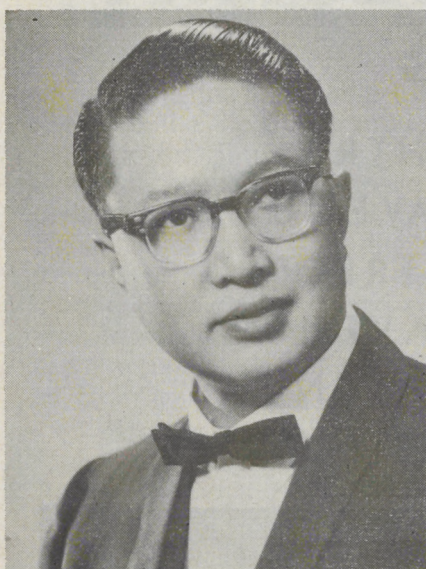
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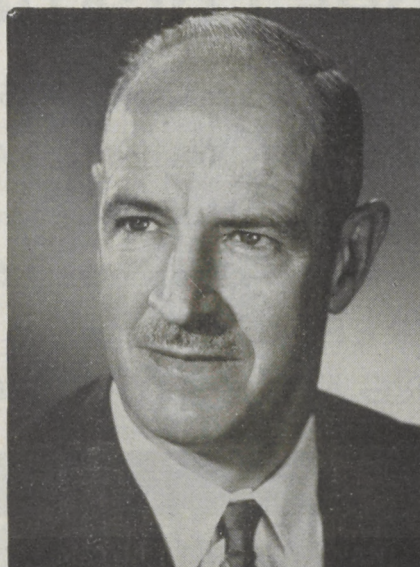


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Chairman, Stampede Committee



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- 16th AVENUE N.E. at 6th STREET
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- GLAMORGAN SHOPPING CENTRE

LOBLAWS a pleasant place to shop

Stampede Parade Viewed by 160,000 Persons on Opening Day of Big Show

Rt. Hon. Lester B. Pearson, Prime Minister of Canada rode in an open convertible near the head of Calgary's famous Stampede Parade when it rolled down the avenue Monday morning, July 6. The parade moved off sharp at 9 a.m. west on 7th Avenue from 4th Street East to 10th Street West, South to 9th Avenue then east to 4th Street East where it dispersed.

This year's parade was made up of 9 sections. Massed service bands led off followed by an RCMP mounted escort, a small number of official cars followed and then a mounted group of flag bearers on matched palomino horses preceded the first group of Indians from the Peigan reserve at Brockett. This tribe was followed by the Sarcees, Stonys, and Blackfoot in that order.

Pioneers and Old Timers riding in old time vehicles formed the first part of section two and this group included veteran Mounted Police, pioneers, surveyors and settlers.

Both the English and western divisions of any horse show were represented in section six and in section seven Western riding clubs were featured.

The community section which followed featured old time vehicles, floats or other means of depicting historical and western motifs.

Section nine was given over to commercial floats and a number of these were of original design and beauty.

The Bands which participated in the parade were as follows:—

American Fork High School Band, American Fork, Utah; Central Catholic High School Band, Great Falls, Mont; British Columbia: Kamloops Rube Band, Kamloops; McIntosh Girls Pipe Band, Vernon; Vernon Girls Trumpet Band, Vernon; Manitoba: Blue Bomberettes from Winnipeg, and Royal Canadian Horse Artillery Trumpet Band, Winnipeg. Saskatchewan: Sprigs O' Heather Pipe Band, Moose Jaw, and



Some of the Indians who take part in the Stampede parade.

One of the most colorful and certainly the liveliest was the Stampede section which follows section two. In this group rode Stampede officials, judges, Rodeo contestants, contract performers and Rodeo contestants of every age, size and color. Many of the 32 chuckwagon outfits which took part in the famous rangeland Derby at the Stampede were included in this section and a special place of honor was reserved for the 80 trail riders who took part in the competitive 178 mile trail ride from Medicine Hat to Calgary.

Western Youth formed the main part of section four which included the Safety Council School Patrol, Junior Cowboys and Cowgirls, shetland ponies and Pony Chuckwagons.

Alberta's basic industry, agriculture was portrayed in section five with livestock and thematic displays on appropriate floats being featured.

King William Band, Regina. Alberta: Calgary Citadel Band, Lethbridge; Kiwanis Band, Lethbridge; Highland Laddies, Calgary; Edmonton Boys Pipe Band, Edmonton; Southwest Calgary Kiwanis Band, Calgary; Active Club School Patrol Band, Calgary; Calgary Concert Band and Majorettes, Calgary; Molson's Drum Band, Edmonton; Medicine Hat City Band, Medicine Hat; Raymond School Band, Raymond; Milk River Band, Milk River.

The military bands from Calgary included the Regimental Band of Lord Strathcona's Horse (RC), Regimental Band of Princess Patricia's Canadian Light Infantry, Bugles 1st and 2nd Battalion Queen's Own Rifles, Drums of 2nd Princess Patricia's Canadian Light Infantry, Drums and Bugles of 1st Battalion Welsh Guards, Pipes of 19th Medium Regiment Royal Canadian Artillery, and Pipes of the three Calgary Highlanders.

There's so much for you at **EATON'S**



This is a trip you can take in CALGARY

The elegant shops of Bond Street, the classic boutiques of the Rue de la Paix, the glamour of Rome's Via Veneto all have their reflection in Calgary. Where? Where else but at Eaton's, the store that shops the world for the newest, most intriguing things from every continent!

*You know, we don't just sit at home and wait for the world to come to us. Eaton buyers will log more than 2,000,000 miles of travel this year alone. And visit more than 27 countries. Eaton buying offices in New York, London, Paris, Belfast, Leicester, Manchester, Florence and Frankfurt will be keeping a watchful eye

on all these important markets, making sure that our roving Eaton buyers are tipped off about everything that's newest and freshest and nicest!

*Although we buy 85% of our merchandise here at home, there's always a lively leavening of exotic imports in every Eaton store — and in the Eaton Catalogue, too. Things to wear, things to give, things to make your home more beautiful.

*Like to try a lively round-the-world shopping spree? The bus leaves every day.

*There's so much for you at **EATON'S**

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Store Hours: 9 a.m. to 5:30 p.m., open until
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86-Year-Old Stony Indian is Still Active



Walking Buffalo (George McLean) first rode in the Stampede parade in 1912 and plans to again be a participant in the 1964 event.

We have the kind of carpets that you
want to kick off your shoes and run
with your bare feet on.



Here's why the Calgary Inn (the city's superb new hotel) is not open for the Stampede:

When we ok'd the blueprints for the Calgary Inn, early in 1962, we knew it *could* have been ready for the 64 Stampede.

We could have settled for perfectly good carpets (instead of the extraordinary ones which we've had specially designed.)

We could have agreed on nice, respectable

dinnerware and glasses (instead of the really *good* stuff that we insist upon.)

We could have plastered the walls in the lobby and restaurant (instead of using teak panelling.) And bought nice comfy blankets (instead of the comfier electric ones.)

We could have.

However, on August 3rd:

You'll see why we waited, and why we went to all this extra trouble.

Because the Calgary Inn was never intended to be just a swell hotel. There are several of *those* in Canada.

It was intended to be unique. The kind of place where you can sample many of the good,

sweet things life has to offer.

Where you can meet people, and have fun, and relax, and eat remarkably well, and just be *yourself*.

And on August 3rd (give or take a day) we'll show you how it all came true.



You'll soon be
saying, "Meet me at
the Owl's Nest."

the Calgary Inn

TELEPHONE 263-1850

WESTERN INTERNATIONAL HOTELS



Exhibition and Stampede patrons Welcomed to "Our Golden West"

The city of Calgary nestles right in the heart of the GOLDEN WEST, and that is only one of the reasons why "OUR GOLDEN WEST" was chosen as the slogan of the 1964 Calgary Exhibition and Stampede which is currently being held this week. Next year, the world's greatest western outdoor show will be held during the week of July 5 to July 10.

Labelled the "Greatest Outdoor Show on Earth", the Calgary Exhibition and Stampede with an annual attendance of 572,000 for the six-day event, occupies a unique spot in the history of North American outdoor entertainment.

It attracts more cowboy contestants, it turns out more Stampede and rodeo stock and it offers a more diversified program of entertainment, agricultural, manufacturing, industrial and livestock exhibits and features, than any show of its kind on the continent.

The show is held on the 107 acre grounds of the Calgary Exhibition and Stampede Ltd., a non-profit company which operates right in the heart of the city of Calgary, Province of Alberta.

The annual six-day Exhibition and Stampede, starting the first Monday after the fourth of July, attracts visitors from all parts of the world.

The program includes championship cowboy contests for North American titles, horse racing with pari-mutuel betting, a livestock show, an Indian Village, a midway, the nation's biggest give-away, a \$70,000 Pot O' Gold, a full scale grandstand vaudeville program nightly, with a fireworks display each night for added measure, a special children's day program which attracts an attendance of more than 35,000 children in the grandstand enclosure, thousands of manufacturing, domestic and industrial exhibits in the Big Four Building, and it is the home of the world famous Rangeland Derby or Chuckwagon Race which attracts a yearly entry of 32 ranch outfits competing for a purse totalling in excess of \$26,000.

In addition to these features there are many splendid free attractions on the independent midway. The main midway will be occupied by the shows and rides of Royal American Shows, the world's biggest carnival on wheels.

Featured in the International Livestock Show this year in the palatial livestock pavilion will be the National Livestock Show. More than \$1,000,000 worth of purebred livestock will be on exhibition during the week.

Another great program of entertainment is being presented in the Stampede Corral, a modern show building on the grounds which seats upwards of 6,500 persons. The following program will be presented: Monday afternoon and evening, the Harvard Glee Club and Radcliffe Choral Society; Tuesday evening, championship wrestling; Wednes-

day afternoon and evening, Bobby Curtola, Canada's sensational young singing star; Thursday afternoon and evening, Oscar Brand, television star of "Let's Sing Out" in "Stampede Hootenanny", a well diversified program of folk music; Friday evening, championship heavyweight wrestling; and Saturday afternoon and evening, Country Hoedown, featuring Gordie Tapp, Tommy Hunter, Tommy Common, the Hame Sisters, Pat Hervey, Maurice Bolyer, Al Cherney, Cousin Clem, and the Silver Spurs Square Dance Group from Spokane, Washington.

The average daily attendance for the six-day show in 1963 was 95,500 quite an achievement for a city with a population of around 295,000.

Last year, a crowd of 160,000 persons witnessed the two mile long Stampede parade, and for four of the six days, the downtown business section of the city is turned into a real western Mardi Gras, with square dancing in the streets, Indians parading in beaded and buckskin outfits, range chuckwagon outfits serving breakfasts of flapjacks, bacon and coffee to visitors, and the entire city going "western" for the duration of the show.

The origin and development of the Calgary Stampede is steeped in history. Back in 1912, a rangy cow puncher from the state of Wyoming named Guy Weadick, came to Calgary and after a time managed to interest four big cattlemen into financing a venture which was planned as the greatest Frontier Days Show or Roundup ever held in North America. He called it "The Stampede". The prize was \$40,000 in gold, and cowboys from all over Canada, the United States and Mexico answered the call.

The show was held at the exhibition grounds in September, 1912. It was opened by the Duke of Connaught, a son of Queen Victoria of England and the then Governor-General of Canada.

Although it rained the better part of the time, the events went on as scheduled. World championships were awarded in all events and a Blood Indian cowboy named Tom Three Persons subdued the wildest bucking bronc of them all to bring the first bronc riding championship to Canada.

However, it was not until 1923, that the Stampede became the feature of the annual Exhibition and for the past 34 years it has been Western Canada's greatest outdoor summer attraction. Exhibition executives and others interested in every form of outdoor entertainment have attempted to put their finger on the reason for the continued success of the Calgary Exhibition and Stampede, and they invariably reach the same conclusion. Calgary, in the heart of Alberta's ranching district is the ideal location for such an event.

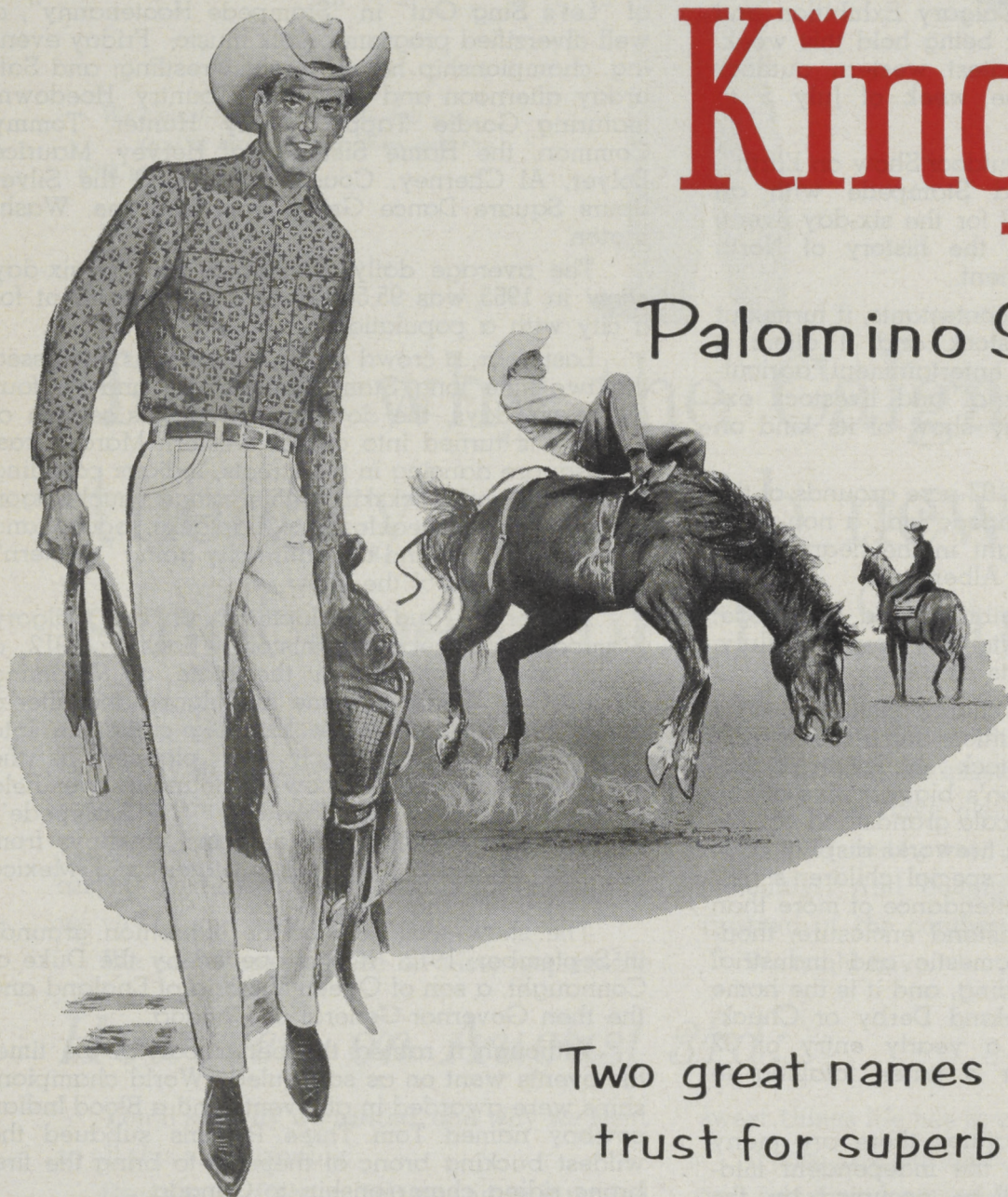
It can draw hundreds of cowboy contestants from within a 100 mile range, and it has access to hundreds of Plains Indians, Blackfoot, Sarcee and

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THE GREAT WESTERN GARMENT CO. LTD. EDMONTON

... Calgary Stampede bright jewel in entertainment crown ...

Stonys, whose government administered reservations are within 60 miles of Calgary.

It also has the advantage of being a community wide effort, and sparked by a small but efficient permanent staff under the direction of general manager, Maurice E. Hartnett, it has been described as the best organized effort of its kind on the continent.

This year, the exhibition and Stampede recorded a surplus of \$536,000 all of which has been ploughed back into the plant for further development.

Many visitors believe that the biggest feature of the Stampede is the Rangeland Derby or Chuckwagon Race. This event was originated at the Calgary Exhibition and Stampede in 1923 and has been a continuous feature since that time.

Thirty-two outfits, using a total of 300 head of Thoroughbreds, took part in the 1963 event. There are eight heats nightly, four wagons to a heat. The wagons line up in the centrefield, and at a signal the drivers "team" their outfits around the barrels to form a figure eight and then head for the track where they race for half a mile. The best aggregate time for the week wins the championship.

The Calgary Stampede is famed in song and story. Books have been written about it. Songs have been written around it, and scores of motion pictures have been made. It attracts newspapermen and magazine writers from all parts of the world.

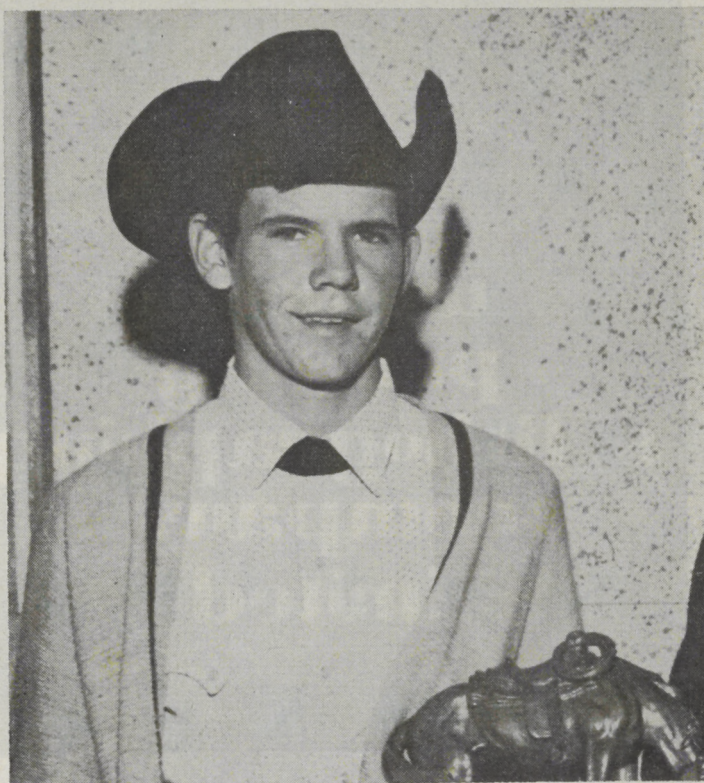
The demand for official films of the Stampede is so large that no fewer than fifty copies are making the rounds. It has been shown in London, Paris, West Germany, Rome, Madrid, Australia, South Africa, South America, and one film even found its way to Russia where it was enthusiastically received by the Russians, who admire good horsemanship.

In 1951 the exhibition board built a \$1,500,000 all purpose arena which is known as the Stampede Corral. It was the home of the Calgary Stampeders professional hockey team. By the end of 1957 it had been completely paid for out of current revenue.

A \$1,000,000 Agriculture Building was constructed in 1956, and by the end of 1957 it was debt free.

In 1959, the Big Four Building, which is a combined exhibits building and curling rink was constructed and equipped at a cost of \$2,235,000. During the winter months, it houses 48 sheets of curling ice under one roof and is the largest curling rink in the world.

Just recently, a United States Exhibition executive, who had attended the 1963 Exhibition and Stampede, was asked to give his opinion concerning the phenomenal development of the Exhibition and Stampede. His reply was short and simple. "It has everything and it is so well organized that it runs like a well oiled machine. I really think that these people are entitled to their unique slogan — 'The Greatest Outdoor Show on Earth'."



John Dodds, Ponoka, winner of Novice Cowboy Bucking Horse riding contest, at 1963 Calgary Stampede.

Rodeo Events Featured

Rodeo is a contest of cowboys competing for prize money. So the simplest, fairest way to name the world champions of professional rodeo is by counting the money they win each season.

From official results of every rodeo approved by the Rodeo Cowboys Association each season, a careful, cumulative record of dollars won through the year by every cowboy member, is kept at the association's Denver, Colorado, headquarters.

At the end of the regular season, a certified public accountant audits the financial chart and ascertains the top 15 winners in each event. These men become eligible to compete in the title playoffs, the National Finals Rodeo.

The NFR does not change the system of naming champions but is simply fitted into it. Money won at the Finals, along with seasonal earnings, all are dollars toward the titles. So the titlists still are the men who won the most money for the year.

A total of \$24,000 in added financial dividends is guaranteed the new crown-wearers by the R.C.A. This is apportioned \$3,000 per title, with the champion getting 40 percent, runner-up 30 percent, third place winner 20 percent, and fourth place holder 10 percent; and is aside from contributions from other donors.

Top money winner of 1962, Tom Nesmith, won \$32,611 in competition, pocketed another \$5,800 in donated cash awards.

Keeping track of a cowboy's winnings these days is a sizeable task. With nearly 3,000 contestant members and over 500 approved rodeos, the R.C.A. staff tabulates better than 50,000 separate entries each season.

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MOUNT NORQUAY, BANFF

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CHAIRLIFT

. . . Bronc riding calls for strong back and balance . . .

Oddly enough, saddle bronc riding, the classic event, has less competitors than any other in professional rodeo.

Cowboys with little ranching experience yet with a strong hand, have gone to the top in bull riding and bareback bronc riding, but rodeo's oldest event, and with roping, the most closely linked to actual ranch work, demands a contestant with years of actual experience on rough horses.

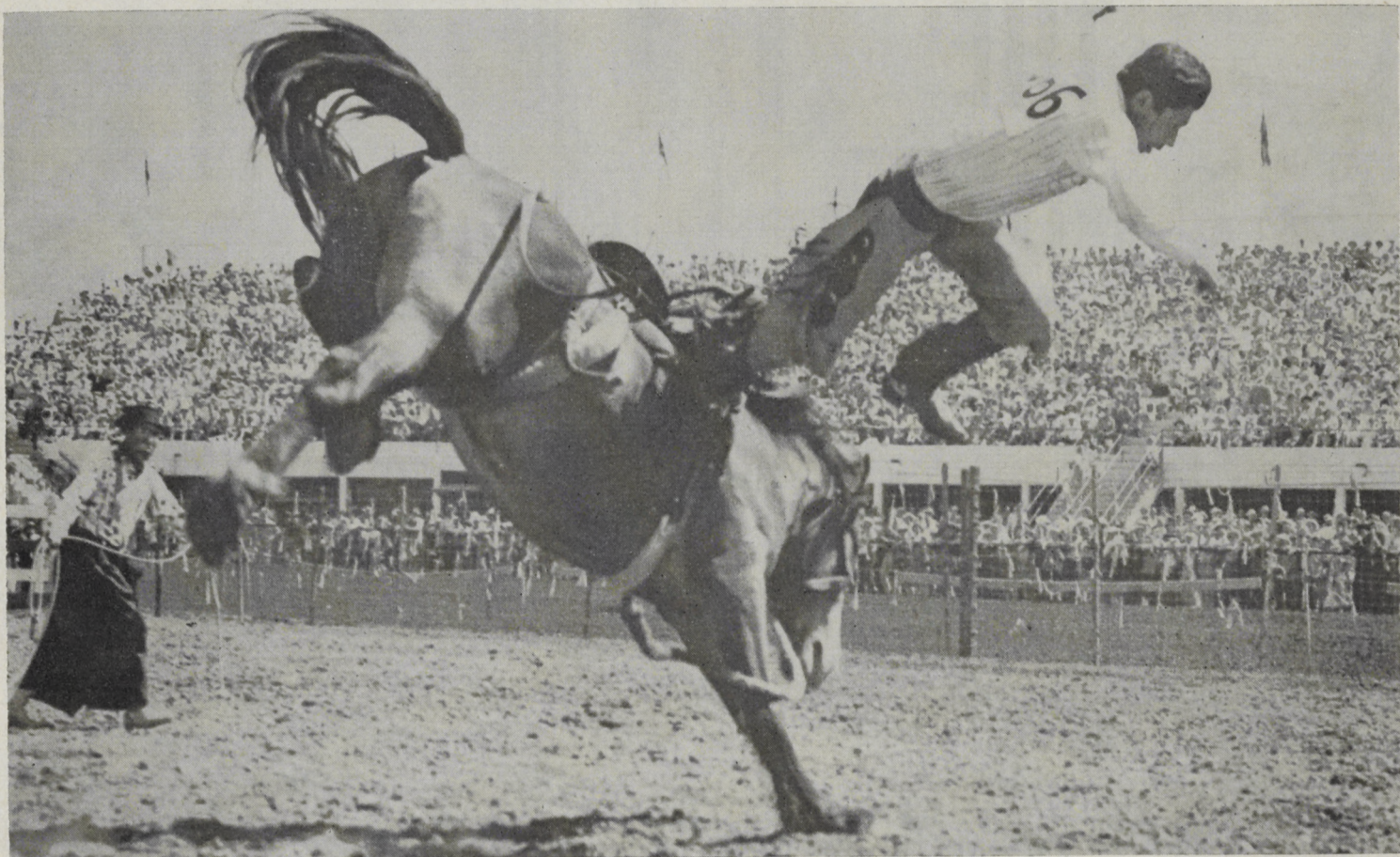
Few outsiders have ever crashed the upper ranks. The instinctive reactions required to keep the stirrups, sense what a horse will do next, and the rhythm required—because there is nothing solid to hang onto—make this event one in which there is no substitute for the school of hard knocks.

To give the horse every advantage, the rider is required to have his dulled spurs over the points of

Equally important is the fact that some horses, which the judges score from 65 to 85 on how hard they buck, will "turn on" better if his passenger isn't hanging on to the rein with brute strength.

The rider is marked down by the judges if he loses control—cowboys call it "getting into a storm"—and in this event the saddle itself makes recovery more difficult. The cantle of the saddle, behind, and the swells, in front, get under a man and literally knock him out of there. The fear of hanging up in a stirrup always in the back of the rider's mind, is another angle adding to the event's danger.

In the fraternity of saddle broncs, the tried and true campaigner becomes legendary. More people remember Hell's Angels, Midnight, Miss Klamath and their modern counterparts, Trail's End, Big John, Jesse James, Jake and Warpaint, then they would



Saddle Bronc Riding — Purse \$6,330

the animal's shoulders when the bronc's front feet hit the ground first jump out of the chute.

Quoting former six-time world champion saddle bronc rider, Casey Tibbs, "the first thing we think about when we know what horse we've drawn, is how much rein we'll give him. If we don't know the horse, we'll find someone who has been on him and they'll tell us."

The dependency a cowboy has on his rein often makes the difference between the good and the champion rider. A man who is not dependent on the rein alone—relying greatly on balance—can use his feet with more freedom. The judges, marking the rider from 1 to 20, will give him a higher mark for this full arcing stroke which cowboys call "lick".

recognize the names of the men who tried to ride them.

In spite of the fact one of these horses may be the victor over a cowboy more often than not, that same cowboy has a quiet affection for this consistent, hard-trying opponent. For this cowboy knew, had he been able to stay aboard, the judges would have given the horse a high marking and the cowboy could have won money.

To qualify, rider must have spurs over the break of the shoulders and touching the horse when front feet hit the ground first jump out of the chute. Rider disqualified for: being bucked off; changing hands on rein; losing stirrup; or touching the animal, saddle or rein with his free hand.

—Synopsis R.C.A. rules.



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WITH
THE
BEST
OF THEM... HBC**

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Waldren's WR. Oxley's OX. The big "C" of the gigantic Cochrane ranches. The Hudson's Bay Company's HB, originally registered in 1887 at Fort MacLeod. Bar U ... Flying E ... A7. These are the brands that helped to build the west — names that transformed the lonely prairie into the nation's richest ranch land. Some which were once so famous have taken their places on the pages of history. Others, like our own HBC, are as much a part of Alberta's future as her past. In a rich tradition of service, the Hudson's Bay Company has grown with Alberta through the proud past to the exciting present. It takes a good outfit to withstand the test of time. We're proud to be in there with the best of them!

Hudson's Bay Company.

INCORPORATED 2ND MAY 1870.

Seventh and Eighth Avenues on First Street West

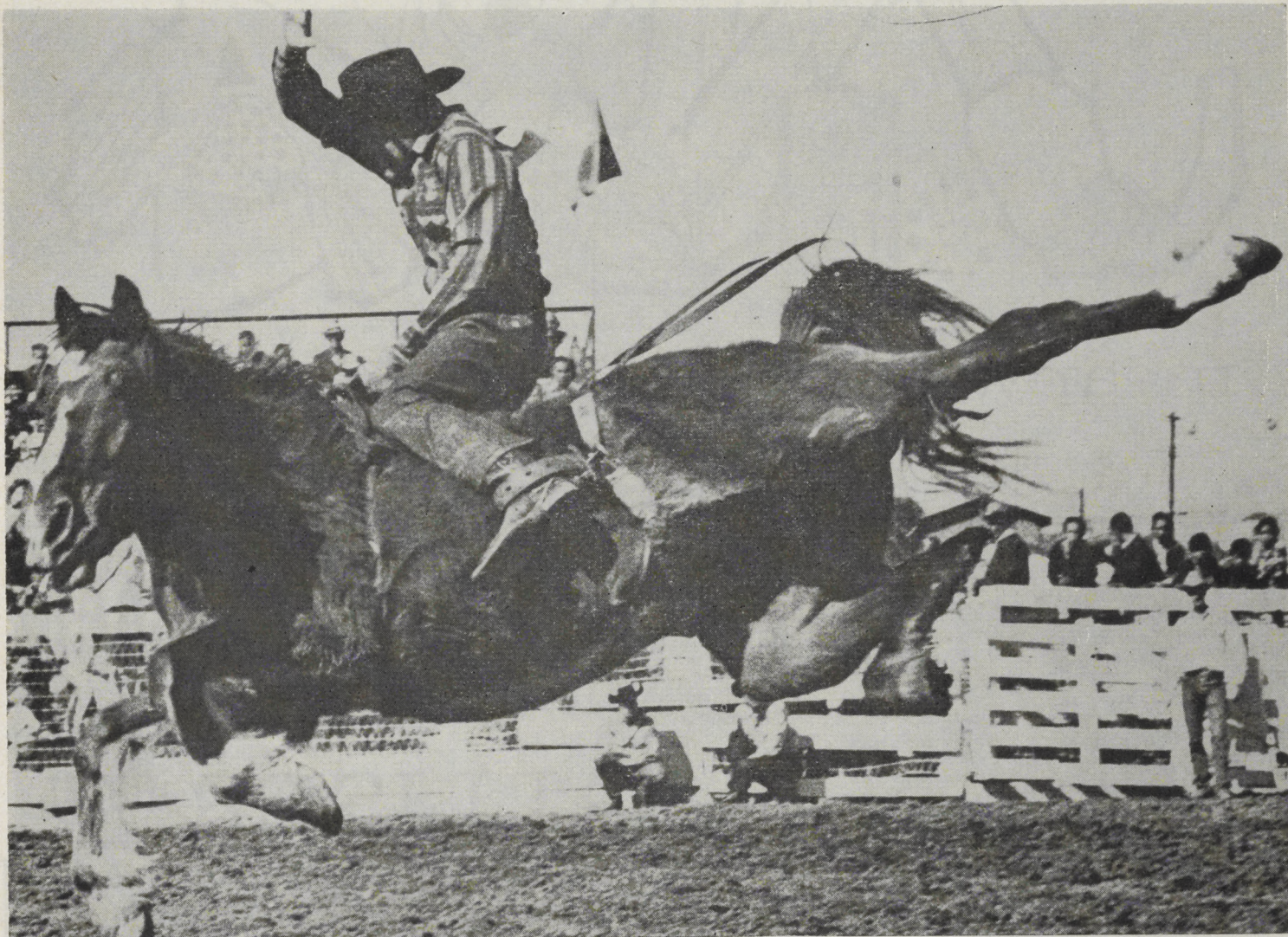
... He can hump his back like a camel and explode ...

The 8-second bareback ride is confusing because some cowboys' wild spurring appears to be simply showing off while in actual fact the rhythm of a man's legs on some horses is all that keep the rigging—a handhold on a surcingle like the handle on a suitcase—from being torn out of his hand.

The bareback rider throws his feet forward in time with the horse's jumps, and at the same time this motion keeps his seat close to his riding hand. He's well aware that once he slips away from the

Onlookers when hearing the score often are mystified because the bronc who threw the spectacular whingding, once or twice, wasn't marked higher. They failed to take into consideration that for half the eight seconds the horse, in the judges' opinion, wasn't difficult to stay on.

The event originally started as a time-filler when it was necessary to shuffle animals behind the chutes. The riders often were youngsters with nothing but a burning ambition to become rodeo hands



Bareback Bronc Riding — Purse \$5,920

handhold he's on the launching pad. The further back he gets on a high-kicking horse the further out he is on the catapult.

Also the cowboy who has his riding arm straightened invariably winds up having his clenched riding hand jerked open.

Rules require the rider's dulled spurs be over the break of the horse's shoulders when the animal lands the first jump out of the chute. Some bareback broncs wheel out almost as quickly as the gate can be jerked open and the cowboy has a hard time keeping that outside foot where it is required to be.

The judges are looking for the horse that gives the rider the most trouble for the full eight seconds.

and a rope they looped around a wild horse's middle.

The aspirant hung on with both hands and stayed aboard as long as he could for "mount money" usually about \$2. Many a rookie who started this way went on to the top.

The equine stars in this event often find their niche because they fire better without a saddle and the restriction of the buck rein.

One hand rigging to be used. To qualify rider must have spurs over the break of the shoulders when horse's front feet touch the ground, first jump out of the chute. Horses will be ridden for eight seconds. Rider cannot touch horse with free hand.

—Synopsis R.C.A. rules.



meanwhile... back at the ranch
he's tuned to **CFAC** dial 96



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Afternoon Infield Stampede Attraction



Jay Sisler and his famous Australian Sheep Dogs who will provide one of the feature attractions in the centrefield arena every afternoon during the Championship Cowboy Contests.

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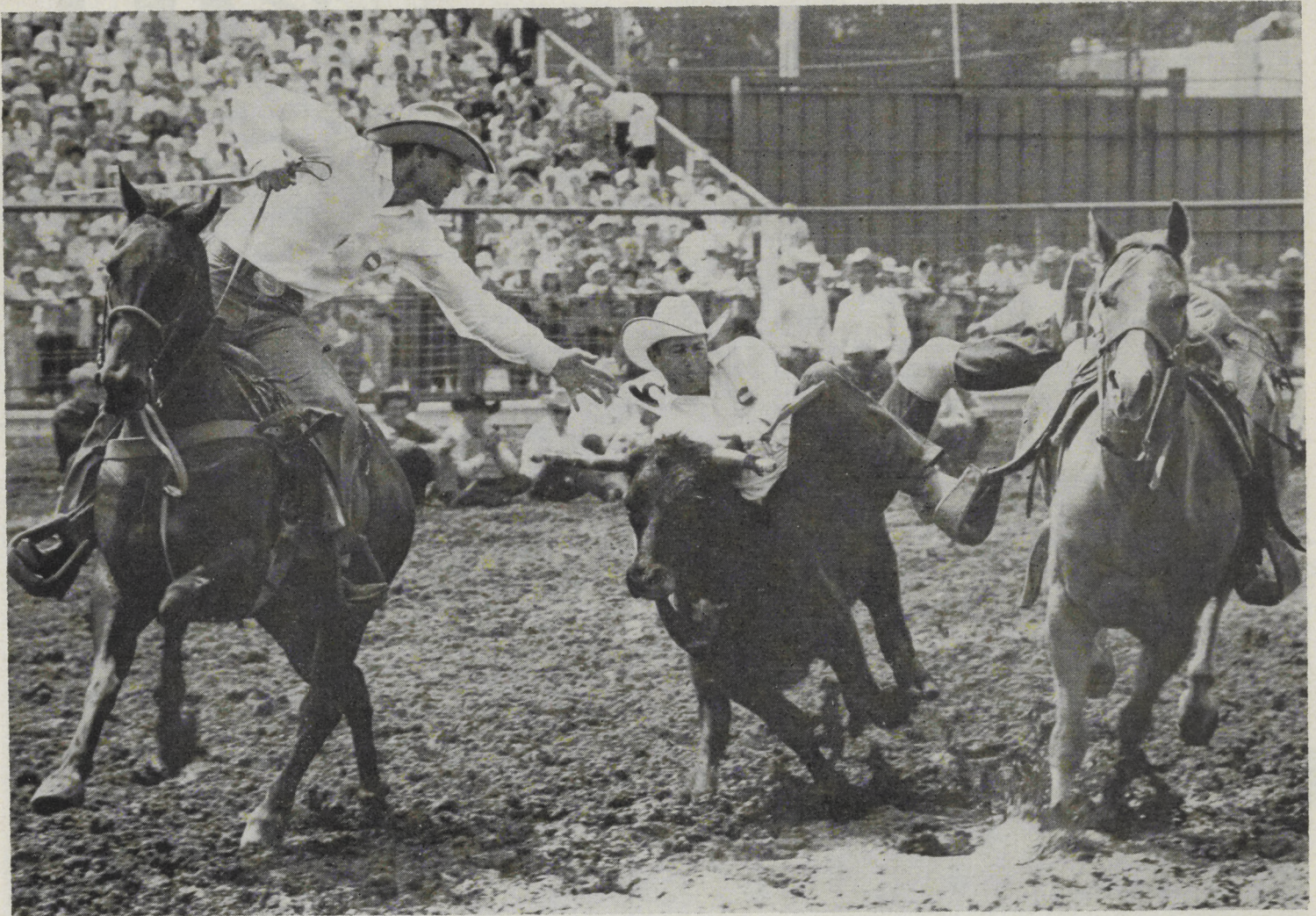
. . . This is no job for a dainty interior decorator . . .

Steer decorating has a surprising number of spectator votes for one of the most exciting events in the rodeo arena. When a man drops from a galloping horse onto the horns of a steer who is going full tilt, slows the steer and decorates it with a red ribbon, they have seen skill overcome heavily weighted odds.

The first time people see this they are sure the strongest man, who is lucky enough to draw the

The winning run takes perfect coordination. Besides the steer decorator and his horse there is a second man who starts from the opposite side of the steer and his job is to keep the animal running straight.

The steer actually trips the barrier, in front of the contestant's horse, when he reaches the end of a premeasured light rope. Another such link in the barrier breaks should the steer decorator hit it



Wild Steer Decorating — Purse \$5,920

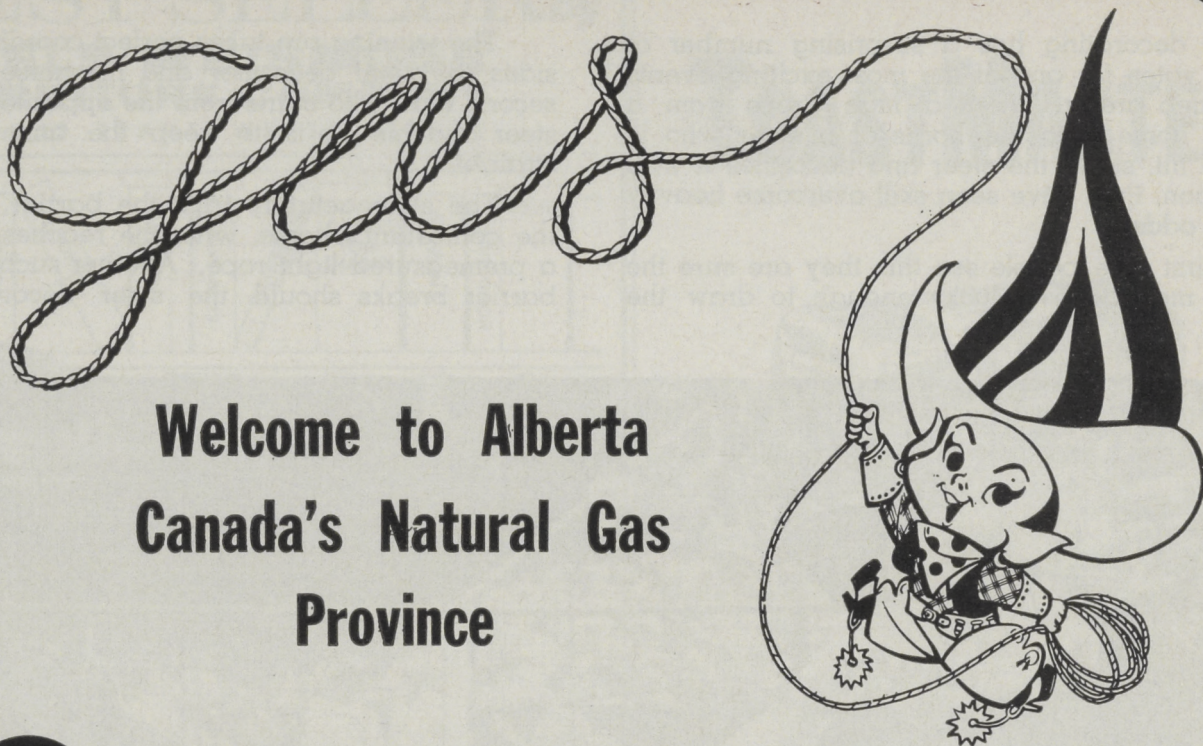
slowest and most cooperative steer, should be the winner. The truth is, the man who quickly and consistently can get a steer off balance while he himself stays in control is on the way to the winner's circle.

Briefly, the secret is this. As the cowboy catches up to the steer he reaches with his right hand, scooping up the right horn, and as his horse speeds by the steer the cowboy gets this horn snugly in the crook of his right elbow. At the same time, his left hand pushes down on the other horn while his horse veers off to the left. The cowboy's heels are dropped ahead, and at a 45 degree angle, to the path the steer is taking. He then applies the ribbon in the quickest possible time.

before the steer crosses the scoreline.

During the year thousands of dollars are divided by split seconds so the art of brushing the barrier becomes important.

The hazer appears to be merely galloping alongside the steer and to the uninitiated onlooker all he clearly does is retrieve his partner's horse after the jump is made. In reality, from the moment the steer leaves the chute the hazer plays an important part. Possible mishaps might include the steer slamming on the brakes or veering away from the oncoming steer decorator, so the hazer has to foresee these possibilities—and do something about them—in a matter of split seconds.



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"A Farmer-Owned Co-operative Working for Farm
people"

. . . Roping and tying this dogie is a he-man's job . . .

Calf roping is a race against time with seconds counted in decimal points and the money going to the swift — there is no time to be lost in waste motion, even less to be spent signalling the horse.

To win, horse and rider must work together at peak efficiency with automatic teamwork polished to precision. And that requires constant practice.

The contest begins behind the barrier, a rope stretched across the box-like space where the roper and his mount wait for the quarry to be released. The barrier is automatic, triggered by a measured length of twine around the calf's neck.

When the calf, released from the chute, reaches a predetermined head start he hits the end of the twine which falls away as it trips the barrier.

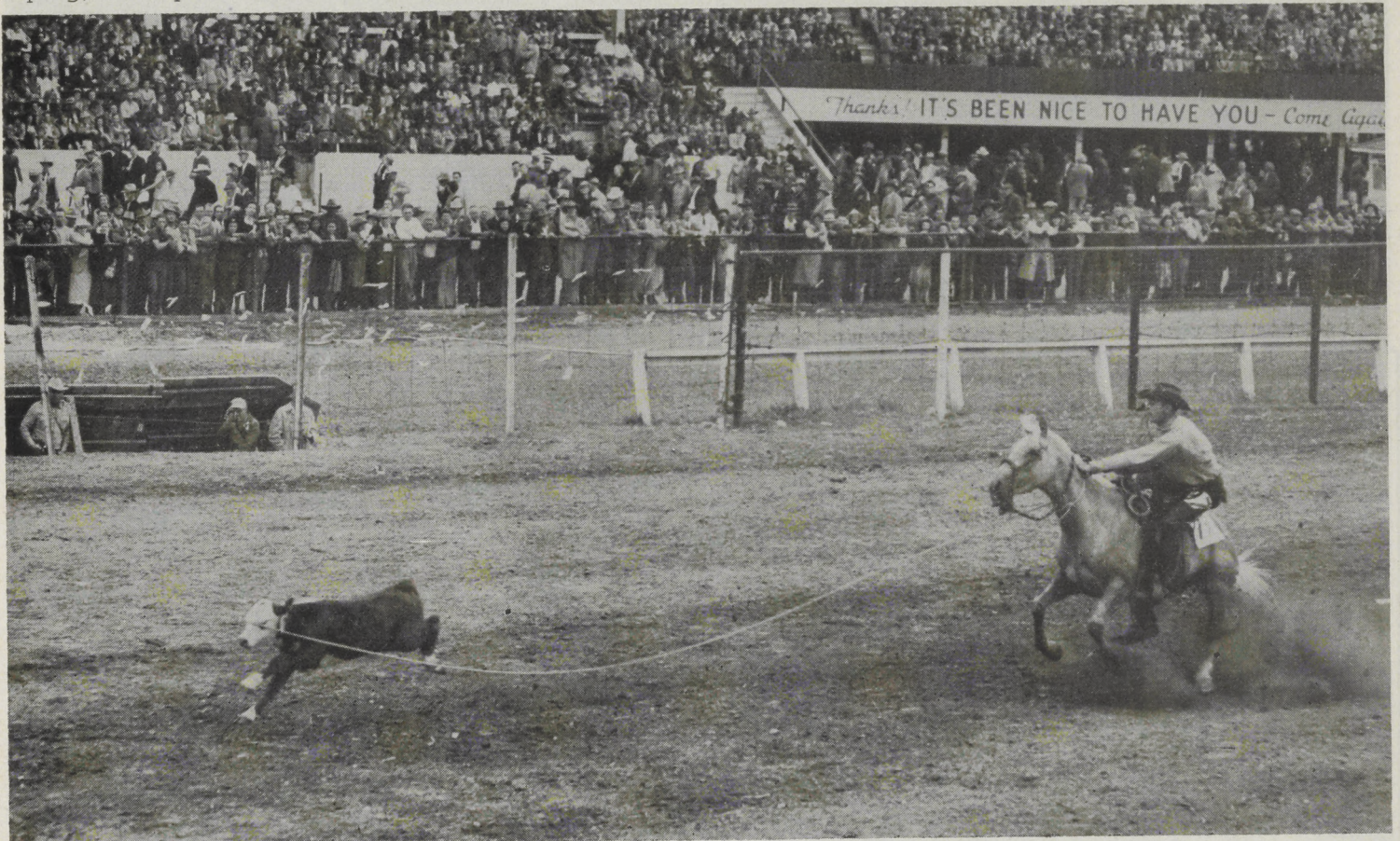
Because a tenth of a second often will win a roping, the roper and his horse try to hit the barrier

tied to the saddle. Calf roping is catch as catch can as long as the loop holds until the roper gets his hands on the calf.

The horse's quick stop is used by the cowboy to propel him down the rope to the calf. He comes off the horse running. If stop and dismount are not timed perfectly the roper is left flat-footed beside his horse.

On the ground, the roper must throw the calf by hand, a task made easier if the horse keeps backed against a tight rope. The calf may be downed either by "legging"—using a foreleg as a pry to tip him over—or by "flanking"—picking the animal up bodily and laying him on his side.

Once the calf is downed, the cowboy gathers three legs, wraps and ties them with a short length of light rope, called a pigging string, carried either



Calf Roping — Purse \$5,920

at the exact moment it is released. If the cowboy rides through the barrier before it trips a penalty of 10 seconds is added to his time, usually enough to keep him from finishing in the money.

So teamwork starts at the roping box. The horse should break instantly on signal from the roper. A slow start will cost precious seconds after the fast breaking calf; a fraction too soon will cost the 10-second penalty.

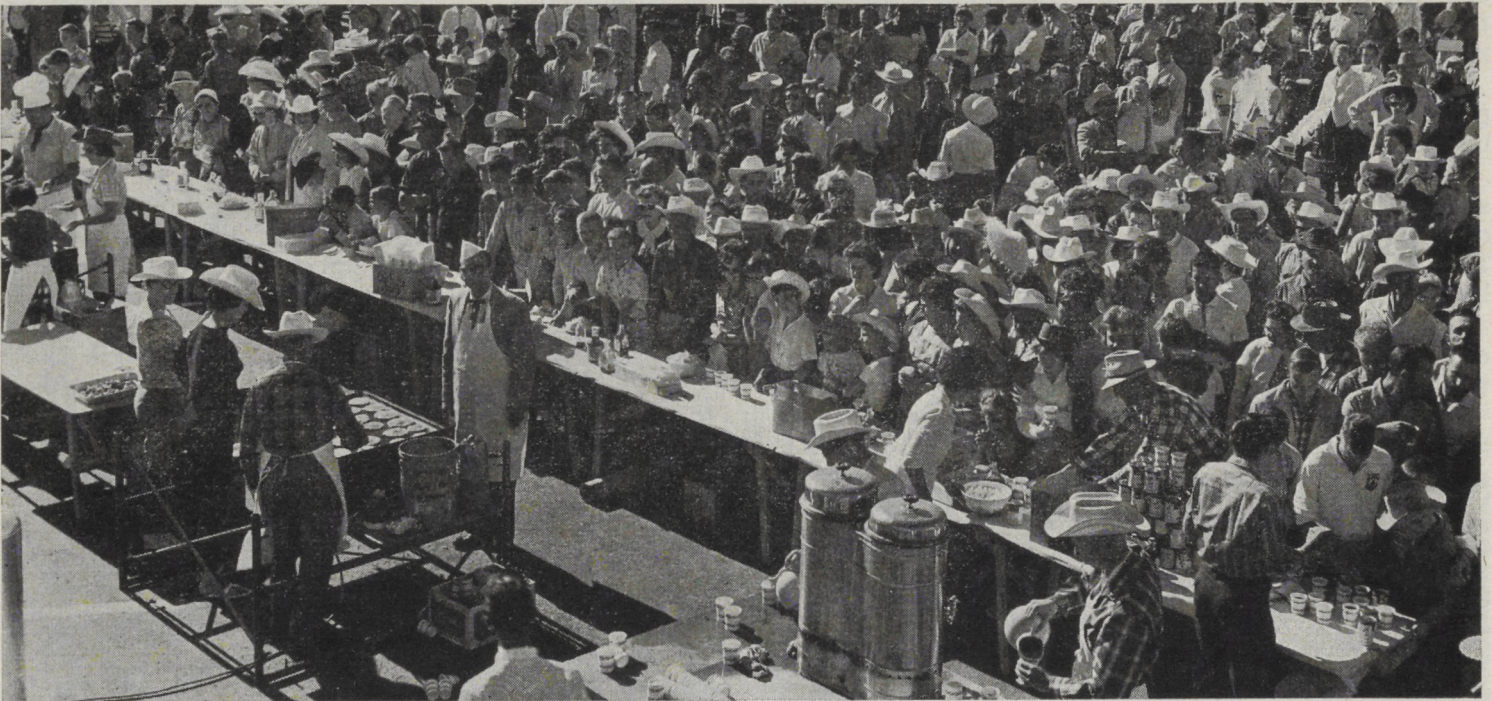
Out of the box, a good horse will rate the calf, closing on him quickly and holding a steady interval, regardless of how the calf bobs or weaves. Most ropers like their horses to stay a length behind and a fraction to one side to allow a clean throw.

If the thrown loop misses, the cowboy gets another try, provided he carries another rope ready

in his mouth, or tucked in his belt. He signals completion of his run by raising both hands high. Smoothness, in calf roping is all-important. The cowboy who never gets "in a storm" with a calf has not always drawn the easiest stock. Often his instinctive knowledge of when to move in, just when to flank or leg his catch, makes the whole run seconds faster than if he had rushed in to try and overpower the calf.

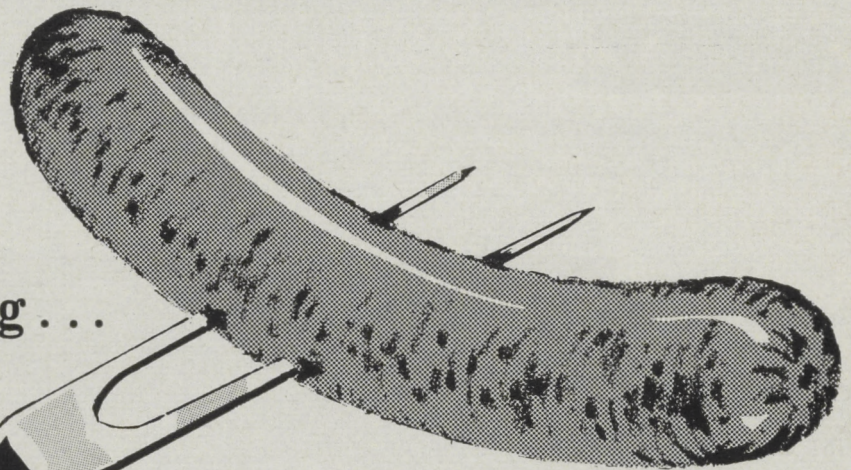
If cowboy intends to use two loops, two ropes must be carried. Cowboy must throw calf by hand, cross and tie any three feet. If calf is down when the roper reaches it, he must allow calf to get up and then throw calf. Tie must hold for six seconds after roper calls time. —Synopsis R.C.A. rules.

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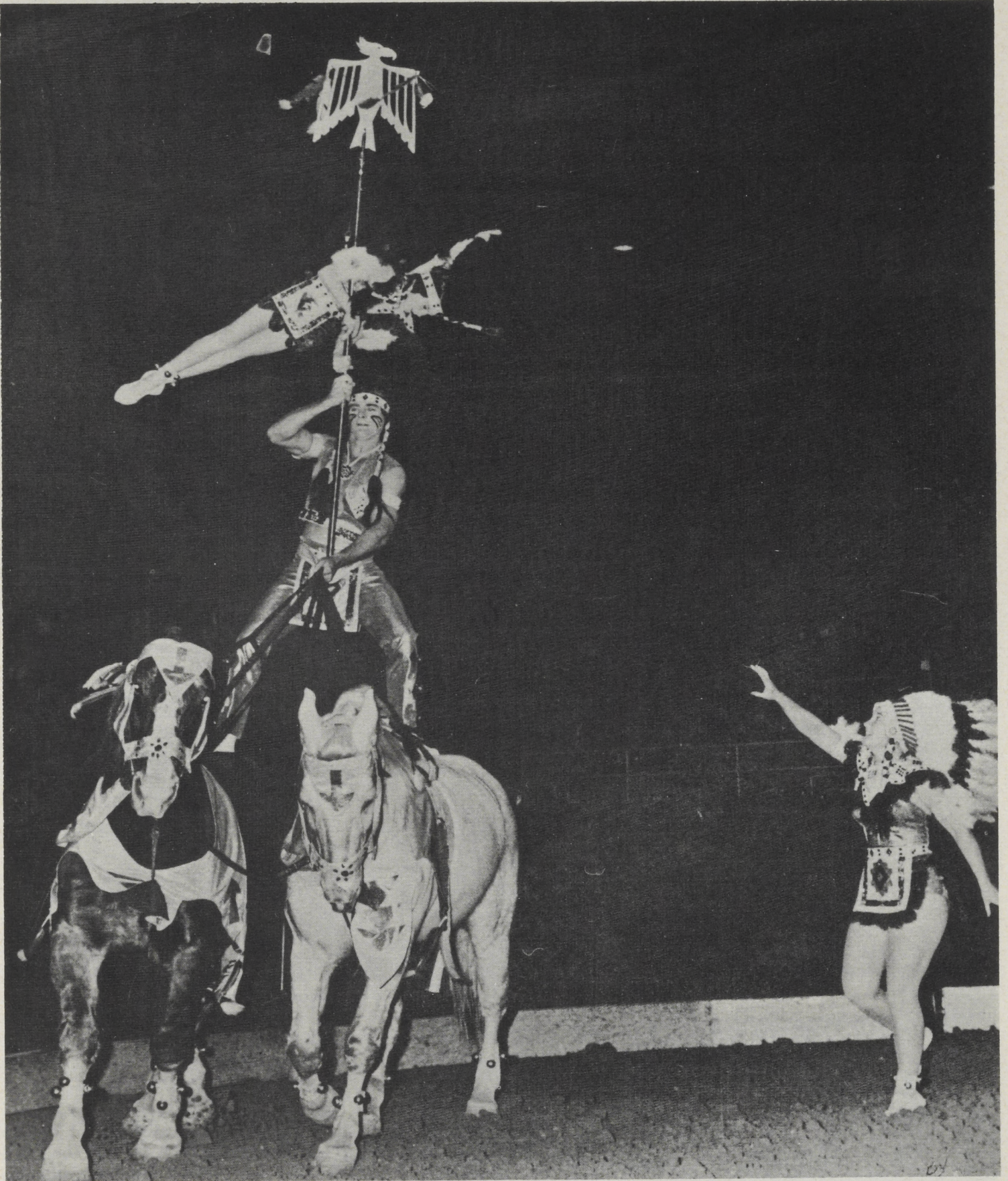


Burns



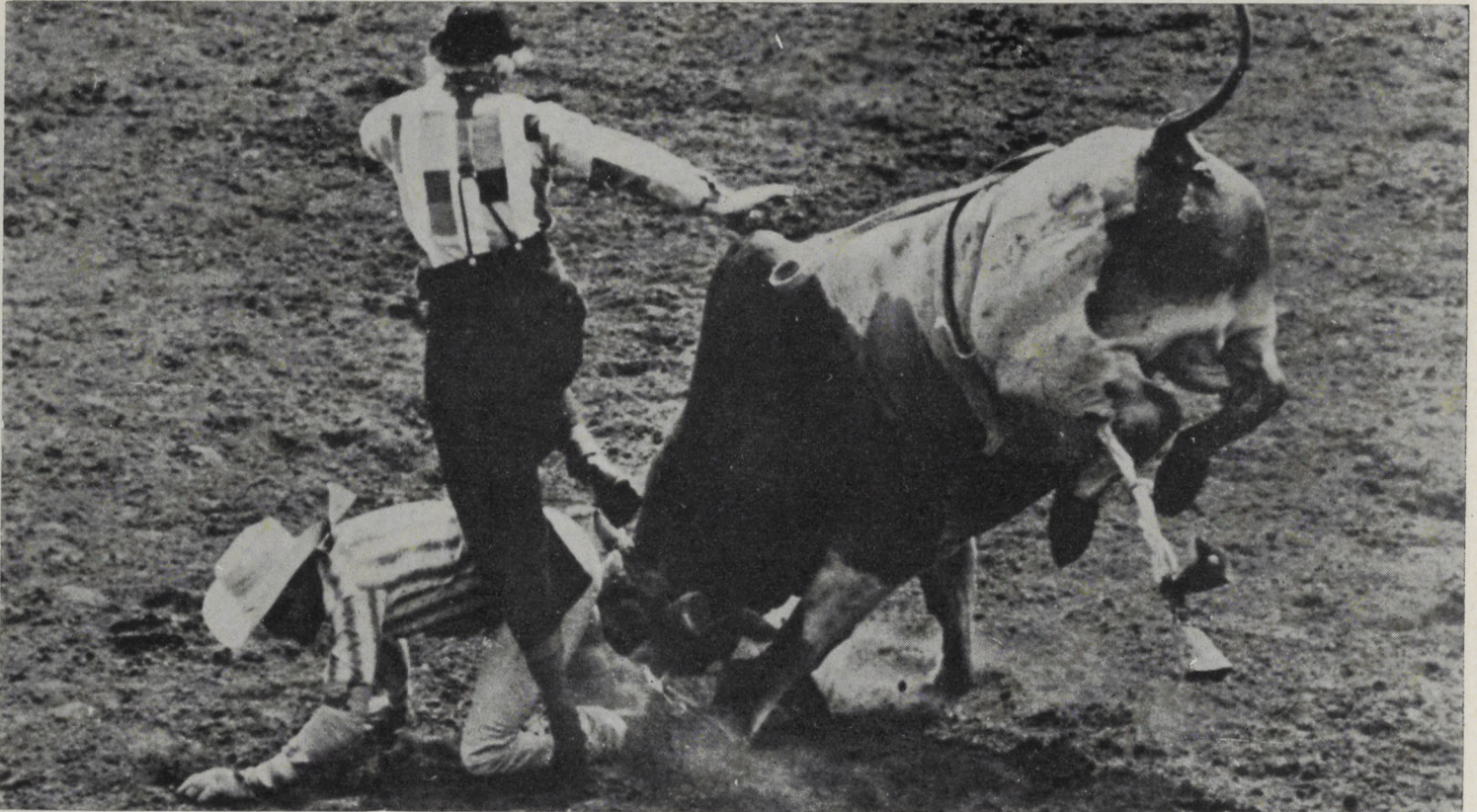
SERVING CANADIANS WITH QUALITY MEATS

Afternoon Infield Stampede Attraction

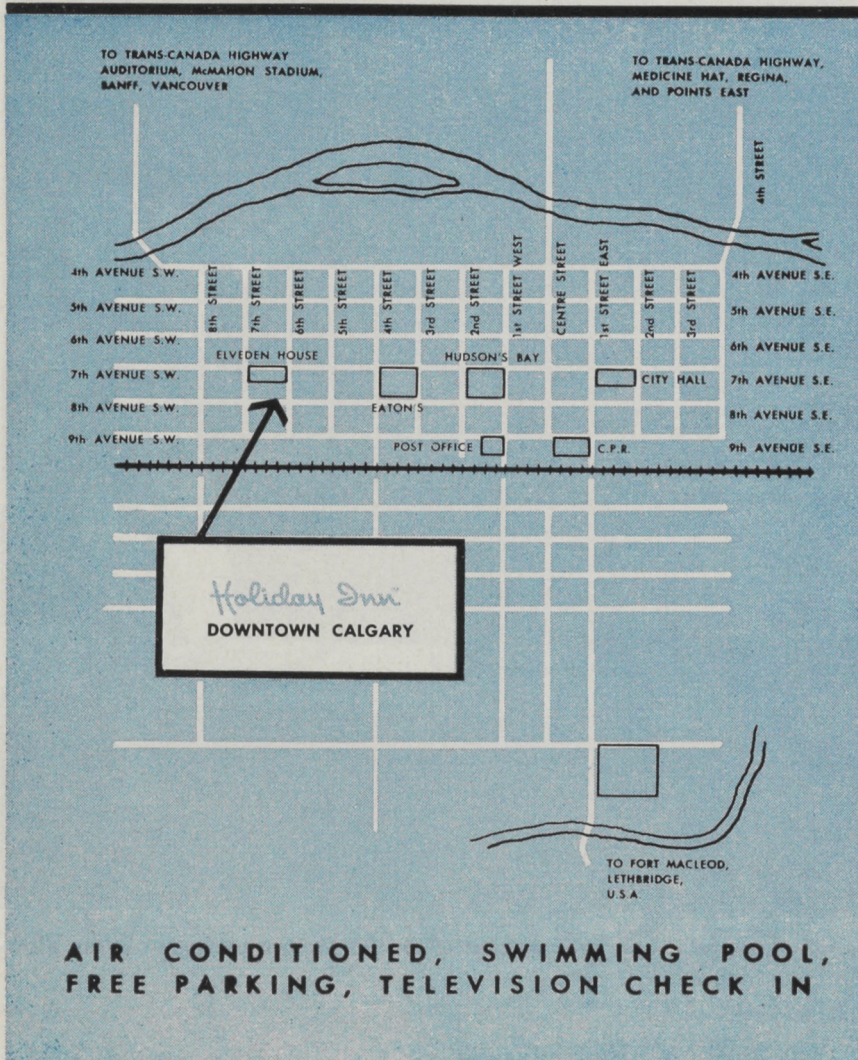


The colorful Joe Zoppe family with their wonderfully trained horses will present a special feature attraction every afternoon in the centrefield arena.

Clowns protect Brahma Bull Riders



When a pesky Brahma Bull bucks off its rider or when a cowboy dismounts at the conclusion of a ride, these fleet footed clowns are on hand to distract the bull while the cowboy scrambles to safety.



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AN EXCITING NEW

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. . . Riding the pesky Brahma is only half the battle . . .

The most popular riding event, and the most dangerous in rodeo, is the bull riding. Watching these cross-bred Brahmas do everything but turn inside out the question immediately arises why would anybody in their right mind get on these heaving, spinning juggernauts.

Not only have there been many who have gone a whole season without being ridden the required eight seconds, but there are some who will go after the rider whether he left their back intentionally or not.

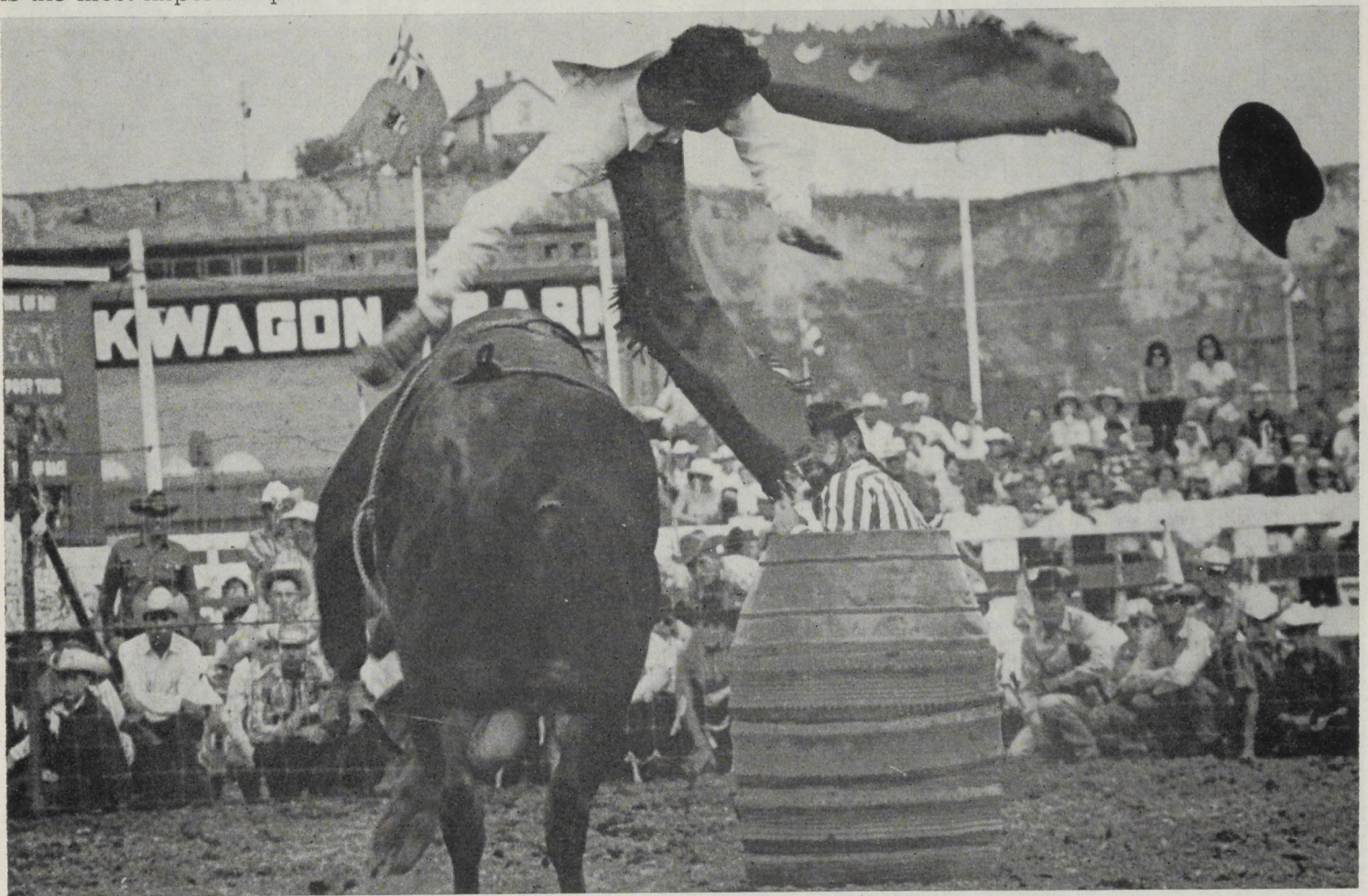
Because bulls will charge a man on horseback—and pickup men can't be used as in the other two riding events—only the clown can help the scrambling, stunned, or upended cowboys.

At this moment, the man in the baggy raiment is the most important person in the world to the bull

with a handhold like the snug handle of a dufflebag. The rider puts his gloved hand in this loop, knuckles down, and a helping friend, standing on the chute, pulls the slack out of the rope as if he were tugging a heavy bucket from a well.

When the rope's tightness feels right to the rider, he takes the free end of the rope and lays it across his palm. Then he wraps it once behind his hand and lays it across his palm again. He clenches his fist with everything he can muster; he hunches his body close to his hand and, as soon as he feels the bull standing squarely, he nods and the gate swings open.

As long as the cowboy doesn't touch the bull with his free hand and still has his riding hand on some part of the rope at the end of eight seconds, the judges will score his ride from 65 to 85 on how



Brahama Bull Riding — Purse \$5,920

rider. Often his courage, recognition of what a bull has on his mind and his reactive speed, is the reason that bull rider can eat supper that night.

If a man is motivated by testing his own nerve, bull riding will do it. In addition, the event has added appeal because any one who can ride half his stock during the season will wind up with a lot of prize money.

In the other riding events an unlucky cowboy conceivably could draw horse after horse on which he couldn't win a dime.

A bull rider uses a rope which is looped like a noose around the animal's middle. It is a flat plait

hard the bull bucked, and from 1 to 20 on how well the cowboy rode.

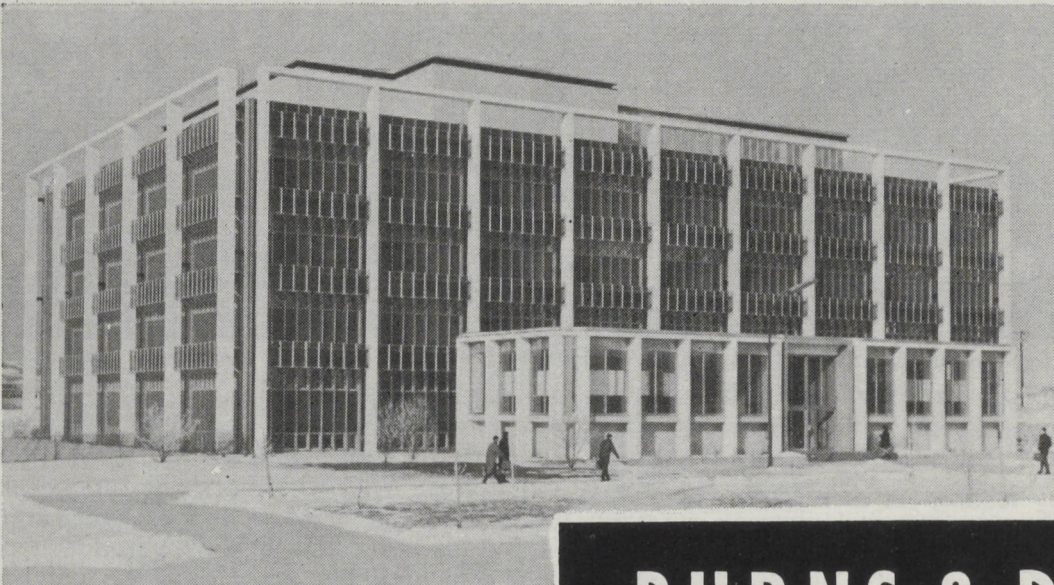
A bull rider dreads being bucked off away from his riding hand. When this happens his weight—even though his fist has opened—can bind the wrap behind his hand and there he's hung. Looking like a rag doll tied to a mad dog, the cowboy is helpless until his hand wrenches free or the clown comes to his rescue.

Riding to be done with one hand and loose rope, with or without hand hold. Rope must have bell. Bull will be ridden eight seconds. Rider will be disqualified for being bucked off or touching animal with free hand. —Synopsis R.C.A. rules.

Indian Teepee Village at the Stampede



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... We catch them young in the boy's steer riding event ...

Ask many champions and former champions, "Where did you first start your Rodeo career?" and they will answer, "In the Boys' Steer Riding Contest at the Calgary Stampede." This statement is supported by statistics which show that a number of Calgary Stampede, Canadian, and North American champions first competed in this event for boys under the age of 14.

Entries are received for this event from farm and ranch boys and a surprising number of city youngsters. A great number of Indian boys enter this contest from the Reserves in Alberta and this championship has been won five times by Indian contestants since its inception in the Stampede in 1924.

a surcingle rope with a bell attached. This rope is tied around the girth of the animal. The bell is attached so as to make the steer buck.

The rules and conditions of this event are the same as the Men's Brahma Bull Riding except that the riders in this event are allowed to use two hands on the rope instead of the one.

When they turn the animals out of the chutes, the young riders are supposed to "paw" their mounts high in front and then high behind. Majority of them find this somewhat difficult although a number of them do survive the finals and manage to earn a nice bit of the \$1,000 during Stampede week. Many of them manage to earn prize money and this



Boys' Wild Steer Riding — Purse \$1,000

The only three time winner of this event has been Ivan Daines of Innisfail, Alberta, who won it in 1959, 1960 and 1961 and who last year won the Novice Cowboy Bucking Horse Riding event.

Besides the \$1,000 plus entry fees which the boys are riding for goes the Calgary Herald Trophy, a beautiful bronze trophy by the famous cowboy artist and sculptor Charles A. Beil of Banff, which is won outright each year. This event is for the Canadian Championship title for boys 14 years and under.

The only equipment necessary for this event is

merely whets their appetite for further Rodeo competition as they grow older.

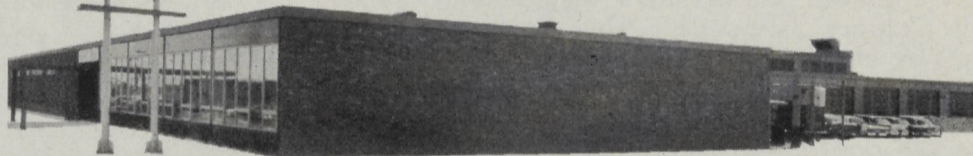
Besides the Charles A. Beil Trophy which is awarded, other trophies are also competed for including the T. Eaton Trophy which is a beautiful watch, and The Great Western Garment Special, a silver belt buckle.

Entry fee for this competition is \$10.00 and with the near 100 contestants who will be competing in this contest at this year's "Stampede" another champion may be born.



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. . . You'll never find your favorite milkman in this event . . .

The Wild Cow Milking Contest, the event which touches off the Rodeo program each afternoon in front of the grandstand starts when arena director Dick Cosgrave turns out a herd of wild cows into the arena. At the other end of the arena is the team of contestants. Each team consists of two men, a roper and a milker. The roper is on horseback. The milker is afoot.

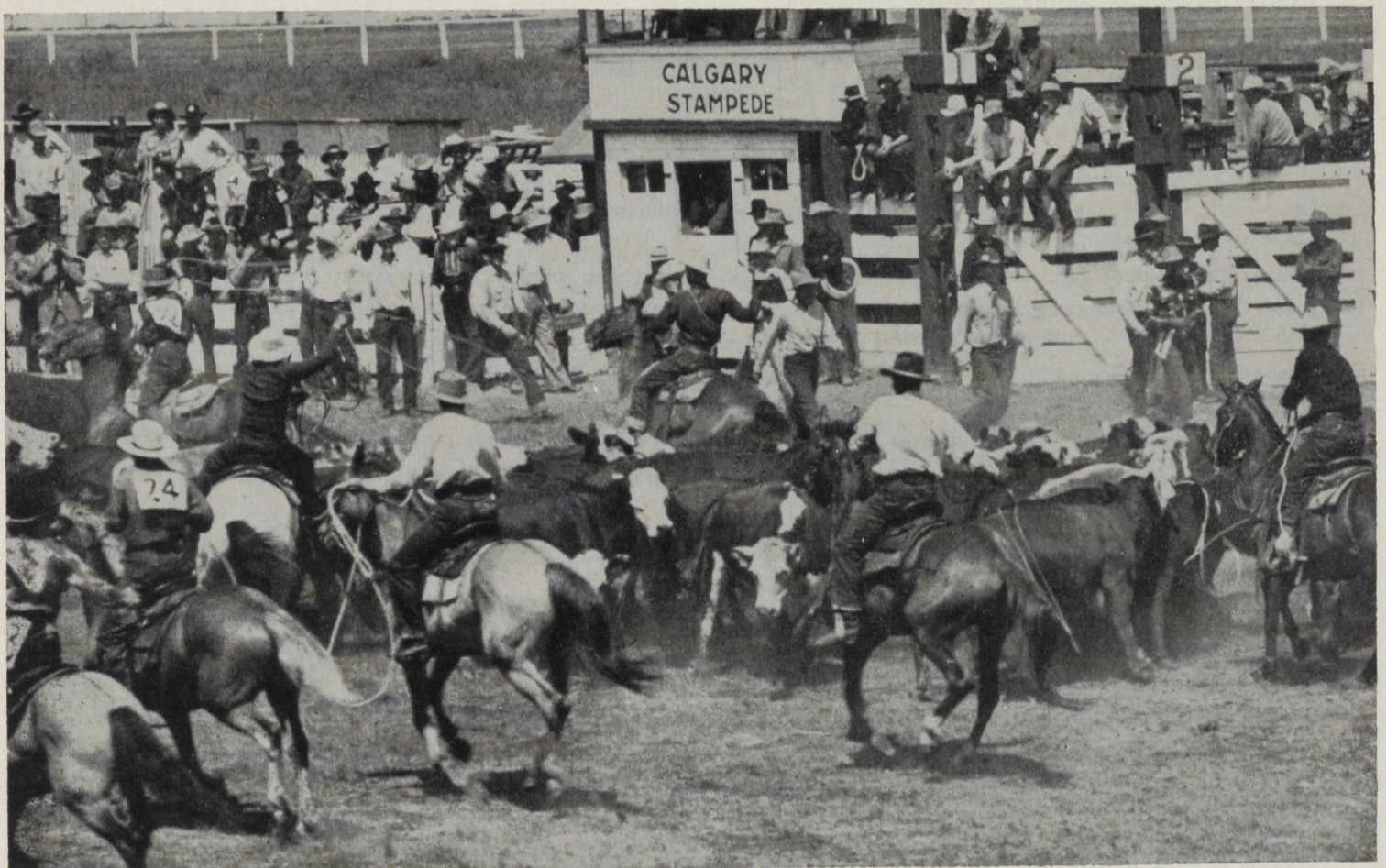
At a signal from the judges, the mounted men ride down the arena and into the herd while the milker plods along on foot.

As soon as a cow is roped, the roper must dismount and hold his cow at the end of the rope afoot while the man with the milk bottle proceeds to attempt to obtain two inches of milk in a bottle. Once this amount of milk is obtained, the contestants high-tail it to the judges stand on the dead

While this event is not regarded as one of the five major contests which go on to crown world champions, it always provides a lot of entertainment for the crowd in addition to providing the cowboy with a little extra money, as every contestant must be either a Chuckwagon outrider or be entered in one of the five major centrefield events or the Canadian Novice Bronc Riding.

Each day there is a separate go-round so the final champion of the show is decided on a six cow total.

When a cow is caught by the roper, she must be milked there and not led close to the judges stand and it is not advisable to get a sleepy cow because of the fact that the cow must be standing on its feet while being milked.



Wild Cow Milking — Purse \$1,050

run. Sometimes as many as six cowboys reach the judge's stand at one time, and there is considerable confusion before the judges finally decide who really got there first.

Very few of the cows stand idly by in order to be milked. It is not uncommon to see the cowboys dragged all over the arena at the end of a rope.

Some of the cowboys are pretty handy at this contest while others who enter it for the first time take quite a beating before getting the hang of it, more especially if they latch onto a real ornery critter.

Many surprises are usually in store for competitors in this event. What appears on the surface to be a very docile "bossy" usually develops into a lightning streak of bovine meanness as the cowboys endeavor to rope her and then hold her for milking.

They can kick and butt with great speed and some of them just keep on going after the rope settles over their horns to the discomfiture of the cowboys who are dragged along at a good pace. If the area is muddy underfoot, the task becomes that much more difficult.



PROGRAMME MONDAY, JULY 6th



Morning

- 9:00 a.m.— STAMPEDE PARADE**
The Parade moves off at 9 a.m. sharp in downtown Calgary featuring Indians, Cowboys, Pioneers, Bands and Decorated Floats.
- 10:30 a.m.—** In the Livestock Pavilion Exhibition Grounds one of the finest Livestock Shows in Canada (cattle, horses, sheep, swine). Judging of Guernsey cattle starts at 10:30.
- 11:00 a.m.—** Big Four Exhibits Building opens. This modern building has 160,000 sq. ft. of display space, and is air cooled for your comfort. Exhibits on view are agriculture, commercial, fine arts, and handicrafts; ladies and school work departments, Indian handicraft.
- 12:00 Noon—** \$70,000.00 Give-Away. Pot O' Gold Booths Open (14 booths) on the Grounds to serve you. Tickets \$1.00, 6 for \$5.00. Daily draw at midnight for \$3,500.00 Gold Bar and Grand Draw Saturday evening for \$50,000.00 Gold Brick followed by Five Consolation Draws for \$500.00 Gold Bars.
- 12:00 Noon—** Royal American Shows on the Midway. The World's Greatest Midway. Provides rides, shows and games on the latest, best-lighted and equipped Midway in the World. Open till midnight.
- 12:00 Noon to 11:00 p.m.—** "Baby Parkade" in Big Four Building.

Afternoon

- 12:00 Noon—** Judging of Livestock continues in the Pavilion. Southdown sheep; Lacombe swine at 12:00 noon and Guernsey cattle at 1:00 p.m.
- 1:00 p.m.—** Stony, Sarcee, Blackfoot and Peigan Indian tribes open two teepees for inspection from 1:00 p.m. till 5:00 p.m.
- 1:00 p.m.—** Official Opening by Rt. Hon. Lester B. Pearson, Prime Minister of Canada, followed by the Grand Entry and commencement of the Championship Cowboy Contests.
- 1:30 p.m.—** On the Independent Midway: On the Stage in front of the Stampede Corral, a 45-minute Variety and Top Flight Entertainment Show, starring Henry La Mothe, sensational 40 foot Dive into 18" of water and other outstanding acts.
- 2:00 p.m.—** Running Horse Races commence with pari-mutuel betting. Eight races per day.
- 2:30 p.m.—** At the Stampede Corral: Harvard Glee Club, Radcliffe Choral Society, internationally-famous Choirs — in a program of both popular and classical songs.
- 5:00 p.m.—** Judging Hereford Market Steers in the Pavilion.

Evening

- 6:30 p.m.—** Band music in front of the Grandstand. Parade-winning band will perform.
- 7:00 p.m.—** Two Indian Teepees will be open for inspection from 7:00 p.m. till 9:00 p.m.
- 7:00 p.m.—** Free Show Attractions on Platform on Independent Midway in front of Stampede Corral.
- 7:15 p.m.—** World famous Chuckwagon Races. Eight races nightly.
- 8:00 p.m.—** In the Pavilion: Demonstration by Godfrey Bowen, world champion Sheep Shearer from New Zealand.
- 8:15 p.m.—** Grandstand Show: Spectacular stage production, "Say It With Music", all-new, exciting, outstanding musical production plus variety acts, starring— Juliette, Canada's most popular and lovely singing TV Star; Chaine Dancers, exponents of both modern and folk dances; Wilf Carter, Canada's own Western Music singing star; — PLUS Hal Sands' world-famous precision chorus line, and eight other outstanding variety acts.
- 8:30 p.m.—** Indian Dancing on Platform under Sun Tree in the Indian Village.
- 8:30 p.m.—** At the Stampede Corral: Harvard Glee Club, Radcliffe Choral Society, internationally-famous Choirs — in a program of both popular and classical songs. Performances in the afternoon at 2:30 p.m. and evening at 8:30.
- 10:00 p.m.—** Grand Display of Fireworks with many original sets and pieces.

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Your Special Attention is called to the "BABY PARKADE" located in the North East Corner of the Exhibition Grounds.
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PROGRAMME

TUESDAY, JULY 7th



Morning

- 9:00 a.m.**—Livestock Judging in the Pavilion. Yorkshire and Tamworth swine and Jersey cattle, Percherons, Heavy Draft and Agricultural horses in outside ring.
- 10:00 a.m.**—Blackfoot and Peigan Indians parade to Royal Hotel and other downtown centres for colorful show.
- 10:00 a.m.**—\$70,000.00 Give-Away—Pot O' Gold booths open on the Grounds (14 booths). Daily draw at midnight for \$3,500.00 Gold Bar, and Grand Draw Saturday evening for \$50,000.00 Gold Bar, followed by Five Consolation Draws for \$500.00 Gold Bars Saturday night. Tickets: \$1.00 each, 6 for \$5.00.
- 11:00 a.m.**—Big Four Exhibits Building opens. This modern building has 160,000 sq. ft. of display space, and is air cooled for your comfort. Exhibits on view are agriculture, commercial, fine arts, and handicrafts; ladies and school work departments, Indian handicraft.
- 12:00 Noon to 11:00 p.m.**—“Baby Parkade” in Big Four Building.

Afternoon

- 12:00 Noon**—Royal American Shows on the Midway. The World's Greatest Midway. Provides rides, shows and games on the latest, best-lighted and equipped Midway in the World. Open till midnight.
- 1:00 p.m.**—Stony, Sarcee, Blackfoot and Peigan Indian tribes open two teepees for inspection from 1:00 p.m. till 5:00 p.m.
- 1:30 p.m.**—Grandstand Infield—Champion Cowboy Contests. A full slate of Rodeo Events with the world's top cowboys.
- 1:30 p.m.**—On the Independent Midway: On the Stage in front of the Stampede Corral, a 45-minute Variety and Top Flight Entertainment Show, starring Henry La Mothe, sensational 40 foot Dive into 18" of water and other outstanding acts.
- 2:00 p.m.**—Running Horse Races commence with pari-mutuel betting. Eight races per day.
- 3:00 p.m.**—Judging of Cheviot Sheep in the Pavilion.
- 4:00 p.m.**—Cutting Horse go-round in the Outdoor Judging Ring.
- 4:00 p.m.**—Sheep hearing demonstration by Godfrey Bowen for special benefit of 4-H members, in the Pavilion.
- 5:00 p.m.**—Indian Dance Competition. On the stage in front of the Stampede Corral.

Evening

- 6:30 p.m.**—Band music in front of the Grandstand.
- 7:00 p.m.**—Free Show Attractions on Platform on Independent Midway in front of Stampede Corral.
- 7:00 p.m.**—Two Indian Teepees will be open for inspection from 7:00 p.m. till 9:00 p.m.
- 7:15 p.m.**—World famous Chuckwagon Races. Eight races nightly.
- 8:15 p.m.**—Crowning of the Stampede Queen on the Grandstand Platform.
- 8:15 p.m.**—Grandstand Show: Spectacular stage production, “Say It With Music”, all-new, exciting, outstanding musical production plus variety acts, starring— Juliette, Canada's most popular and lovely singing TV Star; Chaine Dancers, exponents of both modern and folk dances; Wilf Carter, Canada's own Western Music singing star; — PLUS Hal Sands' world-famous precision chorus line, and eight other outstanding variety acts.
- 8:30 p.m.**—Indian Dancing on Platform under Sun Tree in the Indian Village.
- 8:30 p.m.**—At the Stampede Corral: World Championship Wrestling—featuring the greatest wrestling stars of the present day.
- 10:00 p.m.**—Grand Display of Fireworks with many original sets and pieces.

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ner of the Lower Floor of the Big Four Building. — Daily Hours of Operation listed above.
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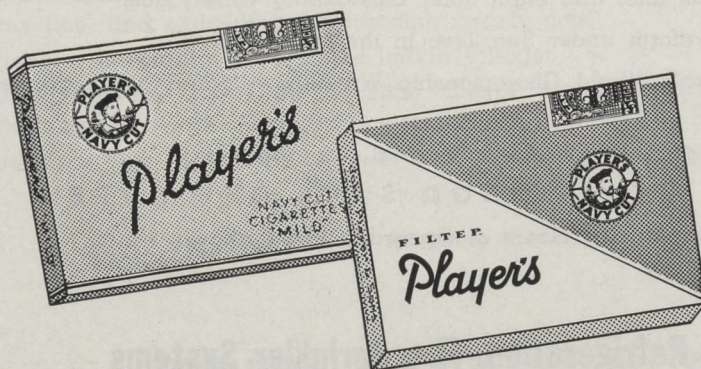
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Juliette

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Player's

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PROGRAMME

WEDNESDAY, JULY 8th



Morning

- 9:00 a.m.**—Livestock Judging in the Pavilion. Suffolks, Hampshire and Corriedales sheep, Holstein cattle, Clydesdale, Heavy Draft and Agricultural Horses in outside ring.
- 10:00 a.m.**—Stony Indians parade to the Royal Hotel and other downtown areas.
- 10:00 a.m.**—\$70,000.00 Give-Away — Pot O' Gold booths open on the Grounds (14 booths). Daily draw at midnight for \$3,500.00 Gold Bar, and Grand Draw Saturday evening for \$50,000.00 Gold Bar, followed by Five Consolation Draws for \$500.00 Gold Bars Saturday night. Tickets: \$1.00 each, 6 for \$5.00.
- 11:00 a.m.**—Big Four Exhibits Building opens. This modern building has 160,000 sq. ft. of display space, and is air cooled for your comfort. Exhibits on view are agriculture, commercial, fine arts, and handicrafts; ladies and school work departments, Indian handicraft.
- 12:00 Noon to 11:00 p.m.**—"Baby Parkade" in Big Four Building.

Afternoon

- 12:00 Noon**—Royal American Shows on the Midway. The World's Greatest Midway. Provides rides, shows and games on the latest, best-lighted and equipped Midway in the World. Open till midnight.
- 1:00 p.m.**—Stony, Sarcee, Blackfoot and Peigan Indian tribes open two teepees for inspection from 1:00 p.m. till 5:00 p.m.
- 1:30 p.m.**—Grandstand Infield—Champion Cowboy Contests. A full slate of Rodeo Events with the world's top cowboys.
- 1:30 p.m.**—On the Independent Midway: On the Stage in front of the Stampede Corral, a 45-minute Variety and Top Flight Entertainment Show, starring Henry La Mothe, sensational 40 foot Dive into 18" of water and other outstanding acts.
- 2:00 p.m.**—Running Horse Races commence with pari-mutuel betting. Eight races per day.
- 2:30 p.m.**—At the Stampede Corral: Bobby Curtola—Canada's sensational young singing star. Supported by the world-famous Silver Spur Dancers from Spokane, Wash. Plus stars of the Calgary Safety Roundup TV Show.
- 4:00 p.m.**—Cutting Horse go-round in the Outdoor Judging Ring.
- 5:00 p.m.**—Indian Dance Competition. On the stage in front of the Stampede Corral.

Evening

- 6:30 p.m.**—Band music in front of the Grandstand.
- 7:00 p.m.**—Free Show Attractions on Platform on Independent Midway in front of Stampede Corral.
- 7:00 p.m.**—Two Indian Teepees will be open for inspection from 7:00 p.m. till 9:00 p.m.
- 7:15 p.m.**—World famous Chuckwagon Races. Eight races nightly.
- 8:00 p.m.**—Sheep shearing demonstration by Godfrey Bowen, in the Pavilion.
- 8:15 p.m.**—Grandstand Show: Spectacular stage production, "Say It With Music", all-new, exciting, outstanding musical production plus variety acts, starring— Juliette, Canada's most popular and lovely singing TV Star; Chainé Dancers, exponents of both modern and folk dances; Wilf Carter, Canada's own Western Music singing star; — PLUS Hal Sands' world-famous precision chorus line, and eight other outstanding variety acts.
- 8:30 p.m.**—Indian Dancing on Platform under Sun Tree in the Indian Village.
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- 10:00 p.m.**—Grand Display of Fireworks with many original sets and pieces.



GOD SAVE THE QUEEN



. . . Bruises and broken bones are part of this pay-off . . .

One of the most thrilling, entertaining, and laugh filled events at the Calgary Exhibition and Stampede is the Wild Horse Race.

The rules of the contest are simple. Sixteen unbroken horses are placed in the chutes and the wild horse teams, three men to a team, line up to await the starting gun.

Each man on the team has a specific job to do. All three are on the end of the rope when the wild horses are first turned out of the chute. However, when the horn sounds for the start of the race, one

many of the contestants in the Wild Horse Race are real pros at this particular contest.

As is the case in the Wild Cow Milking Contest, each contestant must be a chuckwagon outrider, or entered in one of the five major Rodeo events or the Canadian Novice Bronc Riding Championship.

Cliff Vandergrift of Drayton Valley and Turner Valley has won this event more than any other contestant since 1924 with a total of 7 championships.

It is becoming increasingly more difficult to obtain wild horses for this event what with the



Wild Horse Race — Purse \$1,790

man anchors himself at the end of the rope. The second endeavors to "ear down" the wild horse while the third, saddle in hands, tries to seize the opportune time to throw it on the horse, cinch it up, mount and ride it across the finish line.

Although there are 16 horses in the race, often less than half the number are eventually saddled. Some prove too strong for the cowboys. Some are saddled within the allotted time but often they head in the wrong direction and the rider gets a wild ride for nothing.

The cowboys battle for cash purses in addition to trophies. The contest stems from every day work on the range. On the big ranches, a number of horses are "broke" to saddle every spring, and

steady progress being made in the settlement of the western country.

All horses have one thing in common. They buck. So by the end of the week, the team of wild horse racers usually are a mass of bruises.

While it is becoming more difficult each year to obtain a sufficient supply of wild horses because of the large number of ranches becoming mechanized with resultant decreases in horse breeding, the Stampede committee usually managed to come up with a sufficient number of "broomtails" to do the job and this year is no exception.

Many of the horses have never been handled prior to being shipped to the Stampede so many thrills are in store for Rodeo patrons each day the race is run.



PROGRAMME

THURSDAY, JULY 9th



Morning

- 8:00 a.m.**—In the Livestock Pavilion: The National Shorthorn Cattle Show takes place.
- 9:00 a.m.**—Livestock Judging in the Pavilion. Ayrshire cattle, Belgians, Heavy Draft and Agricultural Horses in outside ring.
- 10:00 a.m.**—Sarcee Indians parade to the Royal Hotel and other downtown locations, for colorful show.
- 10:00 a.m.**—\$70,000.00 Give-Away—Pot O Gold booths open on the Grounds (14 booths). Daily draw at midnight for \$3,500.00 Gold Bar, and Grand Draw Saturday evening for \$50,000.00 Gold Bar, followed by Five Consolation Draws for \$500.00 Gold Bars Saturday night. Tickets: \$1.00 each, 6 for \$5.00.
- 11:00 a.m.**—Big Four Exhibits Building opens. This modern building has 160,000 sq. ft. of display space, and is air cooled for your comfort. Exhibits on view are agriculture, commercial, fine arts, and handicrafts; ladies and school work departments, Indian handicraft.
- 12:00 Noon to 11:00 p.m.**—“Baby Parkade” in Big Four Building.

Afternoon

- 12:00 Noon**—Royal American Shows on the Midway. The World's Greatest Midway. Provides rides, shows and games on the latest, best-lighted and equipped Midway in the World. Open till midnight.
- 1:00 p.m.**—Stony, Sarcee, Blackfoot and Peigan Indian tribes open two teepees for inspection from 1:00 p.m. till 5:00 p.m.
- 1:30 p.m.**—Grandstand Infield—Champion Cowboy Contests. A full slate of Rodeo Events with the world's top cowboys.
- 1:30 p.m.**—On the Independent Midway: On the Stage in front of the Stampede Corral, a 45-minute Variety and Top Flight Entertainment Show, starring Henry La Mothe, sensational 40 foot Dive into 18" of water and other outstanding acts.
- 2:00 p.m.**—Running Horse Races commence with pari-mutuel betting. Eight races per day.
- 2:30 p.m.**—The West's Greatest Hootenanny—Starring Oscar Brand of the “Let's Sing Out” TV Show, supported by a cast of well-known singers.
- 4:00 p.m.**—Cutting Horse go-round in the Outdoor Judging Ring.
- 5:00 p.m.**—Indian Dance Competition. On the stage in front of the Stampede Corral.

Evening

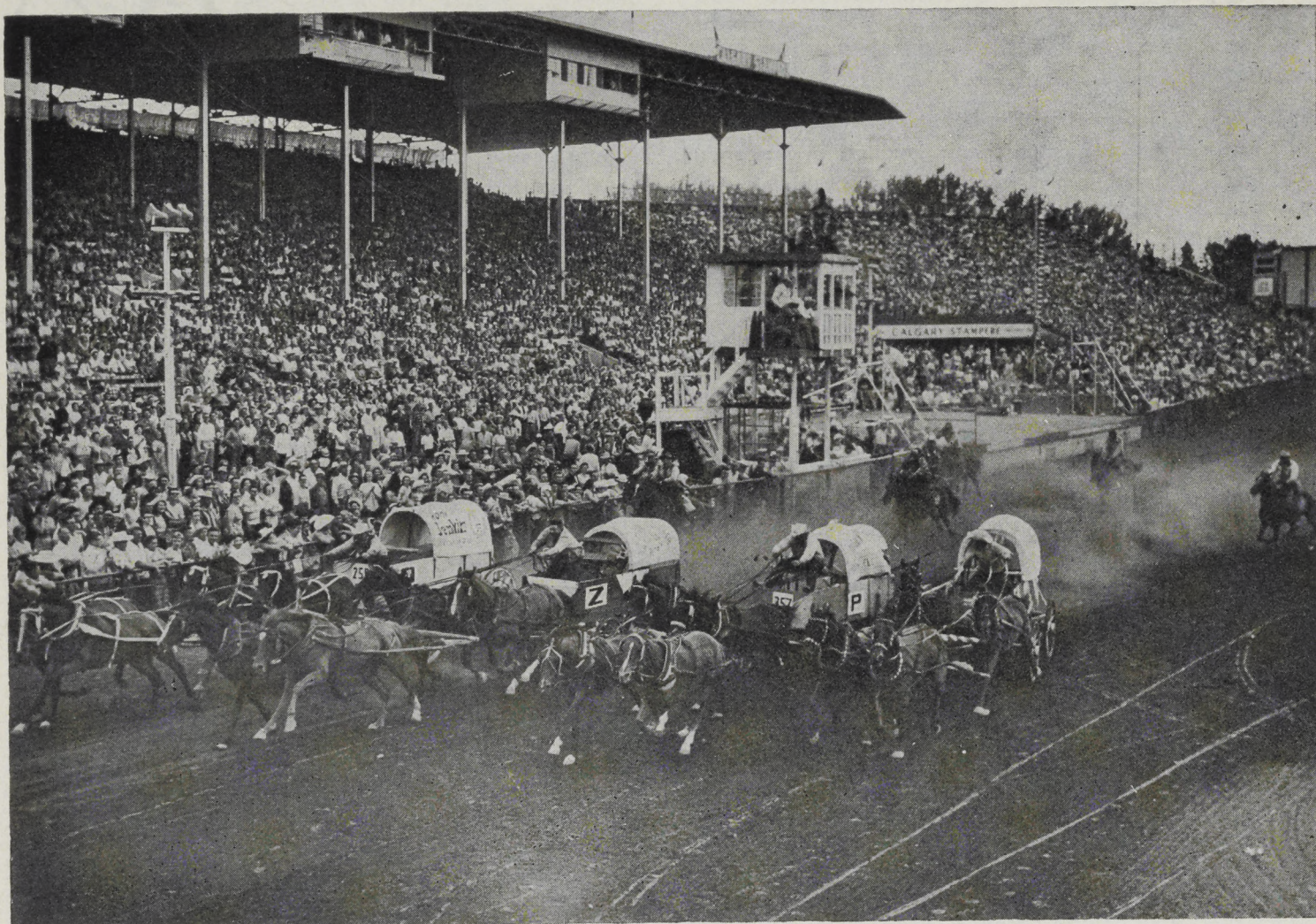
- 6:30 p.m.**—Band music in front of the Grandstand.
- 7:00 p.m.**—Free Show Attractions on Platform on Independent Midway in front of Stampede Corral.
- 7:00 p.m.**—Two Indian Teepees will be open for inspection from 7:00 p.m. till 9:00 p.m.
- 7:15 p.m.**—World famous Chuckwagon Races. Eight races nightly.
- 8:00 p.m.**—“Salute to our Golden West” Parade in front of the Grandstand.
- 8:00 p.m.**—“Dairy Queen Contest” in Livestock Pavilion.
- 8:00 p.m.**—Sheep shearing demonstration by Godfrey Bowen, in the Pavilion.
- 8:15 p.m.**—Grandstand Show: Spectacular stage production, “Say It With Music”, all-new, exciting, outstanding musical production plus variety acts, starring— Juliette, Canada's most popular and lovely singing TV Star; Chainé Dancers, exponents of both modern and folk dances; Wilf Carter, Canada's own Western Music singing star; — PLUS Hal Sands' world-famous precision chorus line, and eight other outstanding variety acts.
- 8:30 p.m.**—Indian Dancing on Platform under Sun Tree in the Indian Village.
- 8:30 p.m.**—The West's Greatest Hootenanny—Starring Oscar Brand of the “Let's Sing Out” TV Show, supported by a cast of well-known singers.
- 10:00 p.m.**—Grand Display of Fireworks with many original sets and pieces.



GOD SAVE THE QUEEN



Chuckwagon race outfits will battle for \$28,490 in cash purses at Stampede



Chuckwagon Race — Purse \$28,490

It is exactly 41 years since the first Chuckwagon Race was held in conjunction with the Calgary Exhibition and Stampede and in that period the purse awards increased from the original purse of around \$250.00 to the staggering sum of \$28,490 plus a number of valuable trophies.

There were a half dozen wagons competing in the first Chuckwagon Race in 1923 and this year a total of about 32 outfits will be entered making a total of eight heats with four wagons to a heat being run.

The Chuckwagon Race is the world's wildest horse race. Every wagon is hauled by four thoroughbreds and they are flanked by four outriders which means that there are 32 horses taking part in each race.

The chuckwagon outfits come onto the track hitched up and ready to run. They form up in the

centrefield and when the starter gives the signal, the outfits must make a figure eight around the barrels and then head for the track for the wild one-half mile dash to the wire.

Accidents and pileups are common but only one participant has been fatally hurt during the 41 years that the race has been consecutively run at the Calgary Exhibition and Stampede.

Stampede patrons journey thousands of miles to see this race. Hundreds come every night for the six nights. There is no other Stampede or Rodeo in the world that can equal this event. The Calgary Stampede originated this event and while other shows have imitated it, these presentations are a pale example of the Calgary race.

Most consistent winner over the years was Dick Cosgrave of Rosebud, presently Arena Director of the Stampede. He won the event a total of ten times.



PROGRAMME

FRIDAY, JULY 10th



Morning

- 8:00 a.m. to 11:00 p.m.— "Baby Parkade" — in the Big Four Building.
- 9:00 a.m.— In the Livestock Pavilion: Hereford cattle and Aberdeen-Angus cattle.
- 9:00 a.m.— \$70,000.00 Give-Away — Pot O' Gold booths open on the Grounds (14 booths). Daily draw at midnight for \$3,500.00 Gold Bar, and Grand Draw Saturday evening for \$50,000.00 Gold Bar, followed by Five Consolation Draws for \$500.00 Gold Bars Saturday night. Tickets: \$1.00 each, 6 for \$5.00.
- 9:00 a.m.— Special Children's Day performance starring "The Flintstones". Parade of Livestock Champions. Free Draw for dogs, bicycles and other valuable prizes.
- 10:00 a.m.— Downtown Street Entertainment.
- 11:00 a.m.— The Royal American Shows on the Midway. The World's Greatest Midway. Provides rides, shows and games on the latest, best-lighted and equipped midway in the world. Open till midnight.
- 11:00 a.m.— Big Four Exhibits Building opens. This modern building has 160,000 sq. ft. of display space, and is air cooled for your comfort. Exhibits on view are agriculture, commercial, fine arts, and handicrafts; ladies and school work departments, Indian handicraft.

Afternoon

- 1:00 p.m.— Stony, Sarcee, Blackfoot and Peigan Indian tribes open two teepees for inspection from 1:00 p.m. till 5:00 p.m.
- 1:30 p.m.— Grandstand Infield — Champion Cowboy Contests. A full slate of Rodeo Events with the world's top cowboys.
- 1:30 p.m.— On the Independent Midway: On the Stage in front of the Stampede Corral, a 45-minute Variety and Top Flight Entertainment Show, starring Henry La Mothe, sensational 40 foot Dive into 18" of water and other outstanding acts.
- 2:00 p.m.— Running Horse Races commence with pari-mutuel betting. Eight races per day.
- 2:00 p.m.— At the Stampede Corral: Children's Special Hootenanny Party—with Colonel Lunar, Will Miller, and Karen James.
- 4:00 p.m.— Cutting Horse go-round in the Outdoor Judging Ring.
- 5:00 p.m.— Indian Dance Competition. On the stage in front of the Stampede Corral.

Evening

- 6:30 p.m.— Band music in front of the Grandstand.
- 7:00 p.m.— Free Show Attractions on Platform on Independent Midway in front of Stampede Corral.
- 7:00 p.m.— Judging of the Best Dressed Indian children and oldest Indians (Indian Village).
- 7:00 p.m.— Two Indian Teepees will be open for inspection from 7:00 p.m. till 9:00 p.m.
- 7:15 p.m.— World famous Chuckwagon Races. Eight races nightly.
- 8:00 p.m.— Sheep shearing demonstration by Godfrey Bowen, in the Pavilion.
- 8:15 p.m.— Grandstand Show: Spectacular stage production, "Say It With Music", all-new, exciting, outstanding musical production plus variety acts, starring— Juliette, Canada's most popular and lovely singing TV Star; Chaine Dancers, exponents of both modern and folk dances; Wilf Carter, Canada's own Western Music singing star; — PLUS Hal Sands' world-famous precision chorus line, and eight other outstanding variety acts.
- 8:30 p.m.— Indian Dancing on Platform under Sun Tree in the Indian Village.
- 8:30 p.m.— At the Stampede Corral: World Championship Wrestling—featuring the greatest wrestling stars of the present day.
- 10:00 p.m.— Grand Display of Fireworks with many original sets and pieces.



GOD SAVE THE QUEEN



National Shorthorn Show Feature Exhibit

An all time high record payment for prizes for livestock exhibits at the Calgary Exhibition and Stampede will be made this year. Livestock breeders and exhibitors will compete for a total of \$44,097, an increase of nearly \$4,000 over last year.

Topping the list will be an award of \$7,260 for Hereford beef cattle. The new high total results from the new policy advocated by the Dominion Depart-

ment of Agriculture which reduced the number of classes to six plus one steer class.

The big single feature of the livestock exhibit will be the National Shorthorn Show which will see entries from all over the North American continent competing for cash awards totalling \$5,030.

Details of the prize awards for every section of the show are listed as follows:—



PRIZE MONEY OFFERED BY THE CALGARY EXHIBITION & STAMPEDE LTD.

Horse Section —

Clydesdales	\$1,320
Percherons	1,320
Belgians	1,320
Heavy Draft and Agricultural	2,273
Stall Prizes	30
Total	\$ 6,263

Beef Section —

Shorthorns	\$3,930
Herefords	3,330
Aberdeen Angus	3,330
Stall Prizes	30
Total	\$10,620

Dairy Section —

Holsteins	\$3,330
Ayrshires	3,330
Jerseys	3,330
Guernseys	3,330
Stall Prizes	30
Total	\$13,350

Sheep Section —

Suffolks	\$ 821
Hampshires	821
Southdowns	821
Corriedales	821
Cheviots	821
Stall Prizes	30
Total	\$ 4,135

Swine Section —

Yorkshires	\$2,341
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Tamworths	676
Landrace	676
Lacombes	676
Stall Prizes	30
Total	\$ 4,399

**Total money offered by
The Calgary Exhibition & Stampede** **\$38,767**

PRIZE MONEY OFFERED BY BREED ASSOCIATIONS

Canada Dept. of Agriculture donates the following to the Hereford classification \$3,330

Alberta Shorthorn Association	800
Southern Shorthorn Club	100
Canadian Shorthorn Association	200
Alberta Hereford Association	600
Alberta Aberdeen Angus Association	200
Canadian Lacombe Swine Breedrs Association	100

Total **\$ 5,330**

GRAND TOTAL **\$44,097**

Three judging rings will be in operation during the week. The main ring inside the Pavilion will be in operation and a large outside ring immediately adjacent to the north side of the Livestock Pavilion also will be used. The third ring located near barn 1 and just east of the main auto gate on Fourth St. E. will be used for the judging of heavy horses. A good entry has been filed.



PROGRAMME

SATURDAY, JULY 11th



Morning

- 8:00 a.m. to 11:00 p.m.**— "Baby Parkade" — in the Big Four Building.
- 10:00 a.m.**— **SATURDAY MORNING ROUNDUP** in front of the Grandstand. An ever-increasing popular attraction featuring Cutting Horse Contest, Horse Trailer Race, Ladies' Barrel Race, Consolation Chuckwagon Races and the Al Azhar Shrine Mounted Patrol. Tickets for this event on sale at the Grandstand Ticket Office which opens at 8:00 a.m. for your convenience. Tickets \$1.00.
- 8:30 a.m.**— In the Indian Village—Judging of Teepees.
- 9:00 a.m.**— \$70,000.00 Give-Away — Pot O' Gold booths open (14 booths) on the Grounds to serve you. Tickets: \$1.00 each, six for \$5.00 Grand Draw tonight for \$50,000.00, followed by Five Consolation Draws for \$500.00 Gold Bars. This is your last chance to get in on the draw at midnight on the Free Attraction Stage.
- 11:00 a.m.**— Big Four Exhibits Building opens. This modern building has 160,000 sq. ft. of display space, and is air cooled for your comfort. Exhibits on view are agriculture, commercial, fine arts, and handicrafts; ladies and school work departments, Indian handicraft.

Afternoon

- 12:00 Noon**— Royal American Shows on the Midway. The World's Greatest Midway. Provides rides, shows and games on the latest, best-lighted and equipped Midway in the World. Open till midnight.
- 1:30 p.m.**— Stampede Events. Grand Finals in each of the five major Rodeo events will be held with the top men in each event competing for the extra \$500.00 in each event. All other events will be scheduled as well.
- 1:30 p.m.**— On the Independent Midway: On the Stage in front of the Stampede Corral, a 45-minute Variety and Top Flight Entertainment Show, starring Henry La Mothe, sensational 40 foot Dive into 18" of water and other outstanding acts.
- 2:00 p.m.**— Running Horse Races commence with pari-mutuel betting. Eight races per day.
- 2:00 p.m.**— Sheep shearing demonstration by Godfrey Bowen, in the Pavilion.
- 2:30 p.m.**— At the Stampede Corral: "Country Hoedown", Canada's most popular Country and Western Music TV Show... Starring Gordie Tapp, Tommy Hunter, The Hames Sisters, Tommy Common, Pat Hervey, Al Cherney & Maurice Bolyer. Plus the Silver Spurs Square Dance group.
- 5:00 p.m.**— Indian Dances on the Independent Stage in front of the Stampede Corral.

Evening

- 6:30 p.m.**— Band music in front of the Grandstand.
- 7:00 p.m.**— Free Show Attractions on Platform on Independent Midway in front of Stampede Corral.
- 7:15 p.m.**— Finals in the world famous Chuckwagon Races.
- 7:45 p.m.**— Presentation of Trophies to Championship Cowboys by Herman Linder, Cardston, Alberta.
- 8:15 p.m.**— Grandstand Show: Spectacular stage production, "Say It With Music", all-new, exciting, outstanding musical production plus variety acts, starring— Juliette, Canada's most popular and lovely singing TV Star; Chaine Dancers, exponents of both modern and folk dances; Wilf Carter, Canada's own Western Music singing star; — PLUS Hal Sands' world-famous precision chorus line, and eight other outstanding variety acts.
- 8:30 p.m.**— At the Stampede Corral: "Country Hoedown", Canada's most popular Country and Western Music TV Show... Starring Gordie Tapp, Tommy Hunter, The Hames Sisters, Tommy Common, Pat Hervey, Al Cherney & Maurice Bolyer. Plus the Silver Spurs Square Dance group.
- 10:00 p.m.**— Grand Display of Fireworks with many original sets and pieces.
- 11:55 p.m.**— \$50,000.00 Pot O' Gold grand prize will be awarded on the stage in front of the Stampede Corral, followed by Five Consolation Prizes of \$500.00 Gold Bars.



GOD SAVE THE QUEEN



500 Thoroughbreds compete at race meet

The biggest year of Western Canadian thoroughbred racing is expected to be set in 1964 following the record breaking 20 day race meet held in Calgary during May and June to open the prairie racing season. The total of \$3,626,763 surpassed the 1963 wagering total for this particular meet by \$373,001. The Stampede race meet opened on Saturday, July 4 and continues all through Stampede week with eight races being offered daily and interspersed with Rodeo events during the afternoon grandstand performance. Pari-mutuel betting is held in each race. Race meets on the prairie circuit are conducted in behalf of the Calgary, Edmonton, Regina and Saskatoon Exhibitions by the Western Canada Racing Association with Lou Davies directing the operations.

—Thurs., July 9, Banff Handicap—

For 3-year-olds and upwards, five furlongs,
Purse—\$1,500.

—Fri., July 10, Calgary Juvenile Handicap—

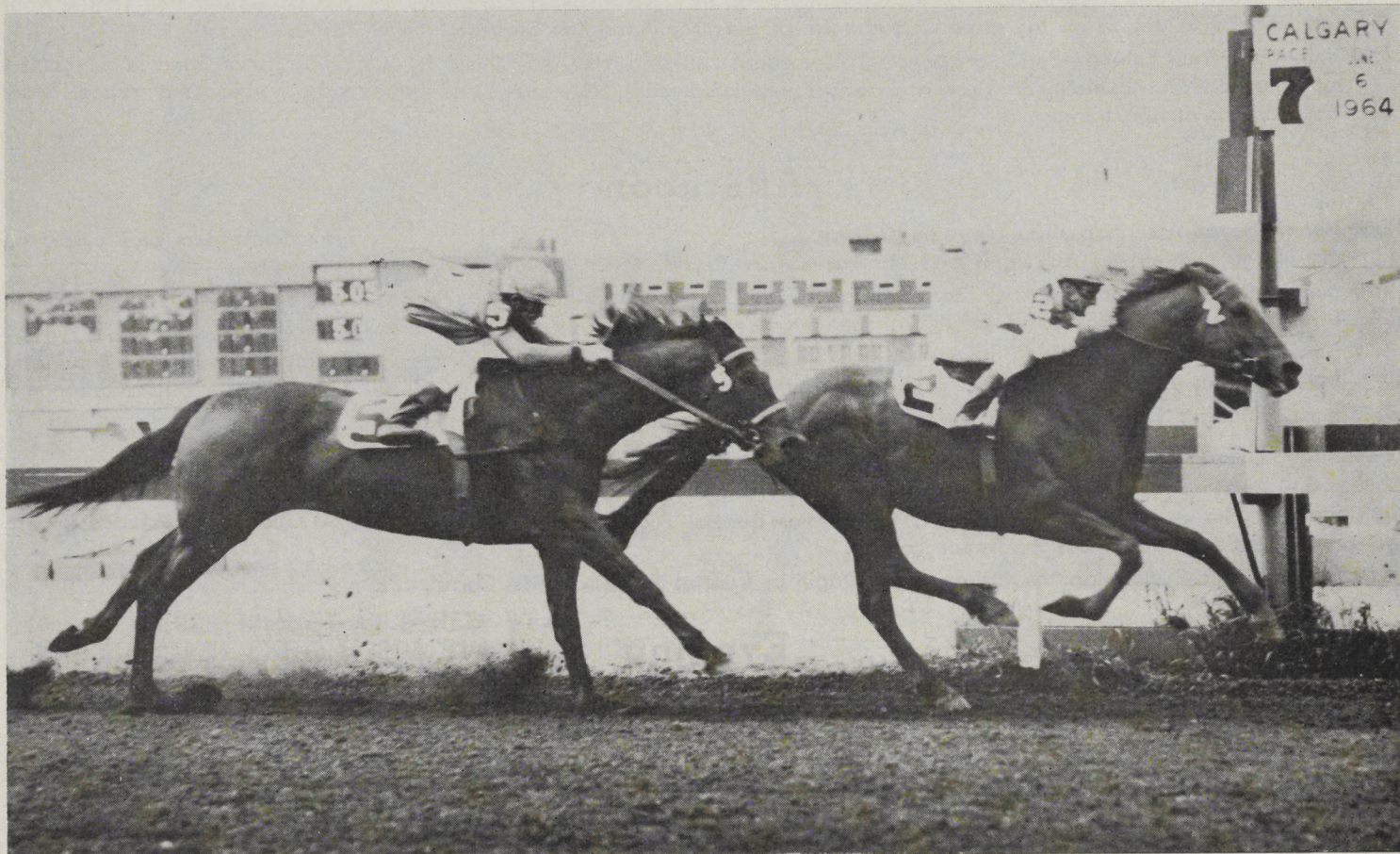
For 2-year-olds foaled in Canada, five furlongs,
Purse—\$1,500.

Sat., July 11, Calgary Special Claiming Handicap—

For 3-year-olds and upwards, 1 mi. and 3/8ths,
Purse—\$1,500.

The racing officials are as follows: General Manager, Lou Davies; Association Stewards, Clayton Holt, Marc Jenkins; Starter, George Dunn; Racing Secretary, George Morton; Manager of Mutuel Department, James Arnott.

Around 500 horses and 25 jockeys are on hand



The following are the feature events for the seven day meet:—

—Sat., July 4, Lake Louise Handicap—

For 3-year-olds and upwards, 7 furlongs,
Purse—\$1,500.

—Mon., July 6, Big Four Claiming Handicap—

For 3-year-olds and upwards, 1 mi. and 1/16th,
Purse—\$1,500.

—Tues., July 7, Foothills Handicap—

For 3-year-olds, seven furlongs,
Purse—\$1,500.

—Wed., July 8, Our Golden West Handicap—

For 3-year-olds and upwards, 1 mi. and 1/8th,
Purse—\$3,000 added.

for the seven day race meet and this quota of horses includes the top two and three-year-olds plus older horses in the allowance and claiming races to round out what is expected to be a very competitive program of horse racing. Following the Calgary meet, the horses will move back to Edmonton for the six day Exhibition event, then onto Saskatoon for six days. From there they will go to Regina for a nine day meet, back to Edmonton for the 14 day meet which will feature the Canadian Derby for Canadian bred three-year-olds and the Birdcatcher Stakes for two-year-olds and finally back to Calgary for the 11 day race meet which will feature the \$8,000 added Stampede Futurity Stakes for two-year-olds and the historic Alberta Derby for three-year-olds.

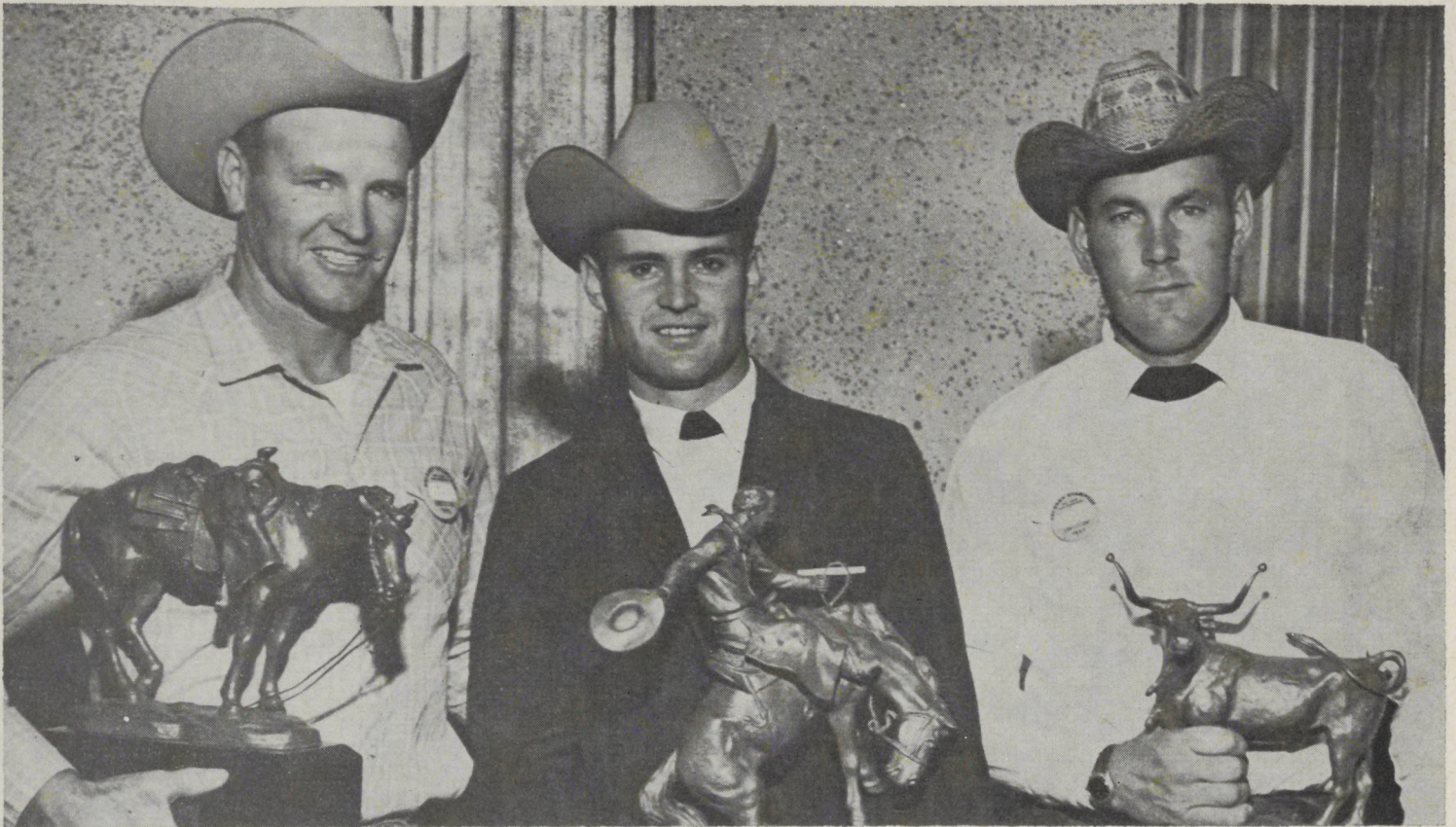
This will conclude the 90 day racing season on the Western Circuit.

Canadian cowboy fights for world title lead in competition with fellow Canadian

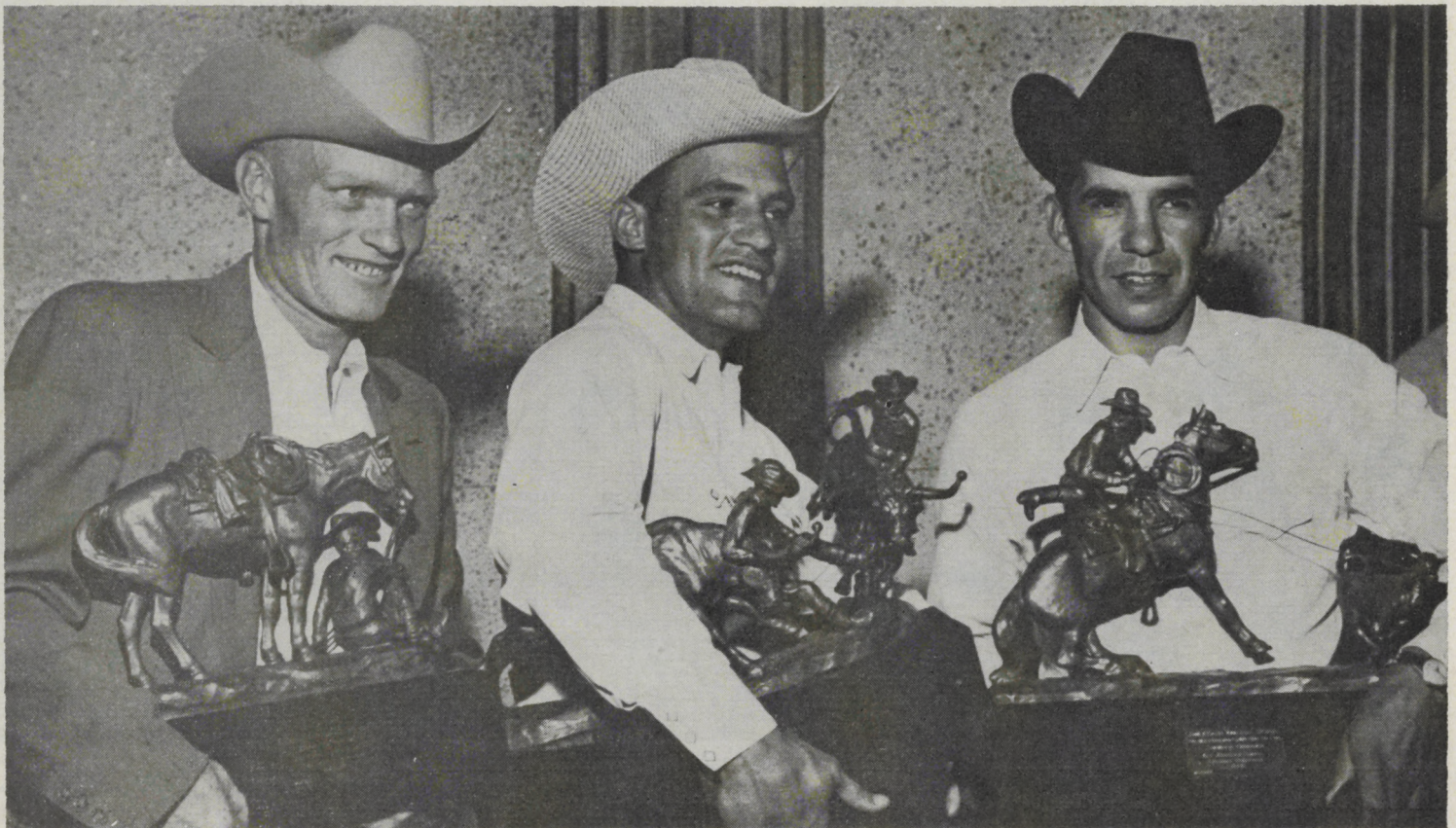


Marty Wood of Bowness was the 1958 world champion saddle bronc rider who is conducting a hot fight with a fellow Canadian Kenny McLean of Okanagan Falls, C.B. for 1964 world title riding honors.

1963 champions will defend their titles



Pictured above are three of last year's champions at the Calgary Stampede. Left to right: Dale Smith, Chandler, Ariz., Calf Roping Champion; Ronnie Raymond, Pineville, Ore., Saddle Bronc Riding Champion; Bud Butterfield, Ponoka, Alta., Steer Decorating Champion.

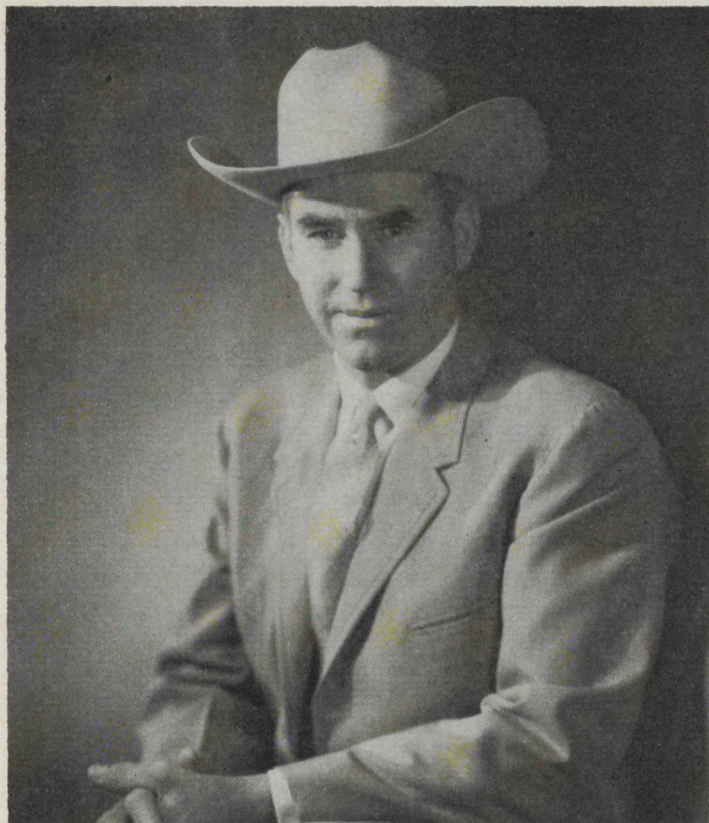


Pictured above are three of last year's champions at the Calgary Stampede. From left to right: Buddy Peake, Tuscon, Ariz., Bareback Bronc Riding Champion; Mac Griffith, Pendleton, Ore., North American All Around Champion and Bull Riding Champion; Kenny McLean, Okanagan Falls, B.C., winner of the Canadian All Around Championship.

Winner of 22 titles will present prizes

Rodeo cowboys of two continents will be honored on the final night of the 1964 Calgary Exhibition and Stampede Saturday, July 11, when Herman Linder of Cardston, Alta., winner of more championships at "buck jumping" events than any other living cowboy, the Calgary Stampede, U.S. Rodeos and Australian boy, will present prizes to the new cowboy champions.

Linder ranches on a large scale in the Cardston district and is still producing Rodeos in various parts of the country. He was selected by the Calgary Exhibition and Stampede board of directors and management for this signal honor.



Herman Linder Cardston, Alta. Rancher, who will present the prizes to the new cowboy champions on the Grandstand platform Saturday night.

In ten years of Rodeo competition that started in 1929 Linder won a total of 22 titles at the Calgary Stampede. He won titles in Saddle Bronc Riding, Bareback Bronc Riding, Steer Riding and Calf Roping. In the ten years that he was in competition he won the North American Cowboy title at Calgary five times, and the Canadian All Around seven times.

Besides competing at Calgary, Linder also took part in many shows in the United States. He won titles at the New York Rodeo, Sidney, Iowa; Great Falls, Montana; Lewiston, Idaho; Woodward, Oklahoma; Cheyenne, Wyoming; Fort Worth, Texas; Tucson, Arizona; Seattle, Wash., and many others.

In 1936 he went to compete in Rodeos and in 1938 he made a return trip.

In selecting Herman Linder to do the honors Saturday night, Maurice E. Hartnett, general manager of the Calgary Exhibition and Stampede Ltd.

said that Mr. Linder exemplified the performance spirit, and character of the Rodeo cowboy at a high level and said that his contribution to the development and progress of the big annual western event over a ten year period of competition was unsurpassed.

He was confident that the selection would be hailed by both contestants and Stampede patrons alike.

Saturday Morning Roundup Proving Popular Event

The Saturday morning program in front of the Grandstand on the final day of the show has been increasing in popularity year by year and it now has thousands of supporters for this particular type of presentation.

The events start off at 10 o'clock with the International Cutting Horse Contest for a purse of \$1,500. This event attracts the top quarter horses of the cutting horse type in the continent, and a number of go-rounds are usually necessary before the finals are run off Saturday morning. The ladies Barrel Race with a purse of \$300 brings contestants together from Canada and the United States and it is believed that eastern Canada will be represented for the first time this year. The cowgirls ride their horses over a cloverleaf course and the rider who makes the fastest time is the champion.

The Horse Trailer Race is both a skillful and amusing event, the loading of fully equipped saddle horses with speed and dexterity having a strong effect on the outcome. Two hundred dollars in prize money is awarded in this event.

The consolation Chuckwagon Races which concludes the morning event are just as bitterly fought and exciting as the ones during the first five days when the wagon outfits are fighting for the big money and a chance to make the grand finals Saturday night. The drivers will compete for a total purse of \$1,360 with 16 wagons competing in four heats of four wagons per heat.

There are no reserved seats for this program and the nominal price that is charged is an added inducement to Exhibition and Stampede patrons who attend the final day of the big show.



Dick Cosgrave, arena director of the Stampede, who won the world's championship "Chuckwagon Race" title 10 times before retiring to take over arena management duties some years ago.

Flintstones will feature special children's day show on Friday

One hundred and ten thousand school children attending elementary schools within a one hundred mile radius of Calgary received tickets admitting them to the Calgary Exhibition Grounds and special Children's Day grandstand show Friday morning, July 10. Last year more than 36,000 youngsters were crammed into the Grandstand enclosure and were treated to a two hour performance.

Children's day at the Exhibition and Stampede is one of the big days of the week. For those under 14 years of age, admission to the Grounds and to the Grandstand performance in the morning is free and there are also reduced prices on the Midway for youngsters in this age group. At this year's

brought to the Stampede as an exclusive feature of the Friday morning children's day performance at the Grandstand which is expected to attract more than 35,000 youngsters who will be guests of the Calgary Exhibition and Stampede Ltd.

The following is the program for the Friday morning show.

Grayce Elton Orchestra; sing song conducted by Kitch Elton and/or Wilf Carter; Calf Scramble; Introduction of Gordie Howe; Dick Albers trampoline act; Livestock Review; Max and Cherie comedy act; Fred Flintstone and Pebbles; Roselle's High Wire act; presentation of Calf Scramble Prizes; draw for prizes.

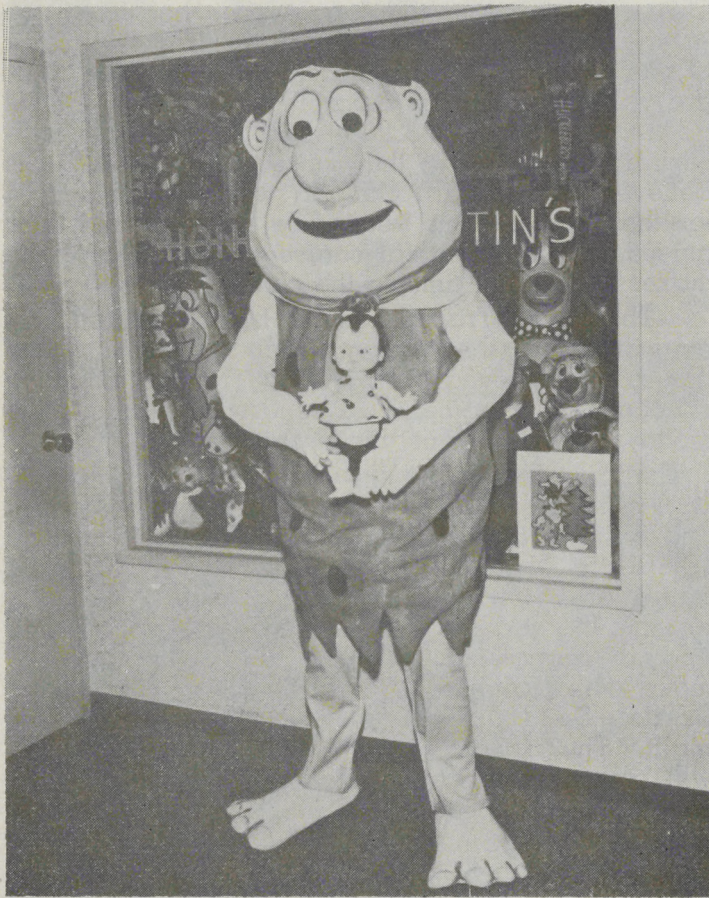
FREE DRAW AND PRIZES—For school children, girls and boys, 14 years and under.

The following valuable prizes will be drawn for: 1—A four-day trip to Disneyland in California for the winner and one parent, via Western Airlines, donated by the Calgary Herald. 2—Two bicycles, donated by Burns and Company Limited. 3—Two \$100.00 Government Bonds, donated by Alberta Pacific Grain Company Limited. 4—One \$100.00 Government Bond, donated by the York Hotel, Calgary. 5—Two pure-bred Cocker Spaniel Puppies, donated by Union Milk Company Limited. 6—Complete, head to toe, "G.W.G." Cowboy Outfit, for either girl or boy, donated by Hudson's Bay Company, Retail Store, Calgary.

The Prizes will be drawn for from the Grandstand platform. Prizes will be won by girl or boy actually present. When number is called, if owner does not come to platform within two minutes, number will be discarded and another drawn. If required, proof of attendance at school and age to be given by winner. This ticket will not be honored for admission except by school children. Each child permitted to hold one coupon only.

Although the show is not scheduled to get underway until 9 a.m. the first youngsters usually start lining up at the Grandstand enclosure entrance shortly after 7 a.m. However, there is never a dull moment. Kitch Elton will lead the kids in a continuous sing-song and other forms of entertainment also are offered before the main program gets underway.

Scores of towns, villages and hamlets from areas within a hundred miles of Calgary contribute their quota of youngsters to the happy throng.



show a new attraction has been added. A Children's Hootenanny will be held in the Stampede Corral Friday afternoon commencing at 2 p.m. Boys and girls under the age of 14 will be admitted upon the purchase of a 50c ticket and parents accompanying smaller children can also gain admission for 50c. Special prizes will be awarded during this particular program.

All the members of the Fred Flintstone Family featured weekly on National Television are being

B.C. Cowboy battles for world's riding title



Kenny McLean, 1962 World's Bronc Riding with Saddle Champion, who is waging a hot battle with fellow Canadian Marty Wood for the 1964 World's Title.

Big Four Building houses many exhibits



Tonto, the 1963 Calgary Stampede guest of honor, mixes with the big crowd which daily flow through the Big Four Exhibits Building at the Exhibition and Stampede.

... "Children's Parkade" located in Big Four ...

The Calgary Exhibition and Stampede scored another "first" in its record of services to the public when a "Children's Parkade" was opened in the Big Four Building, Exhibition Grounds, during Stampede week.

Under the personal supervision of the Exhibition Board's medical health officer, Dr. L. G. Alexander, M.D., the Parkade accommodates up to 100 children at one time with additional facilities being provided for lost children.

The Parkade is located in the northeast section, near the main entrance of the ground floor of the big exhibits building.

The lost children's section which is in operation, is free of charge. These children will be cared for until their parents or friends come and claim them. Another section has been set up for nursing mothers, with all necessary supplies being provided free of charge.

In the baby sitting service of the Parkade, a nominal fee of 35c per hour per child has been set. Regular cribs and beds have been installed for the

use of all children, and toys have been provided for their amusement. Regular children's aid admission and discharge procedures will be followed.

The baby sitting section has been divided into two distinct parts: First, the nursery which will accommodate children up to two years of age and the second for children from two to five years old. This will allow the older children to play while the younger ones sleep.

The supervisor of the Children's Aid will be in attendance at all times and the matron of the Children's Aid shelter will be in charge. All personnel on staff are regular trained and qualified members of the children's aid and the whole parkade is under regular Stampede Medical supervision.

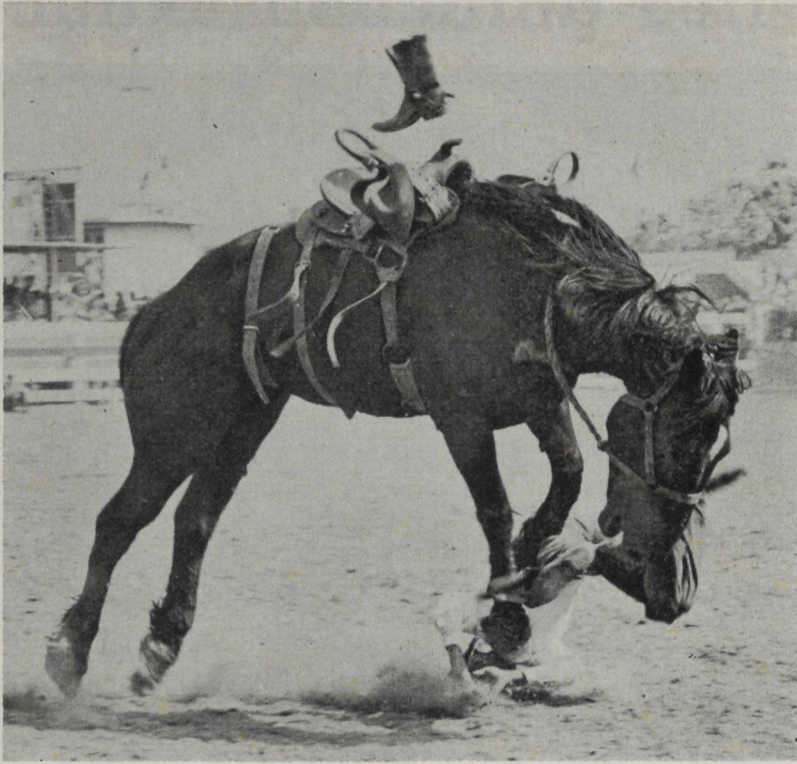
It is open from 10 a.m. to 11 p.m. daily with the exception of Friday and Saturday when it is open from 8 a.m. to 11 p.m.

This service has been set up at the request of local and out-of-town patrons who found it difficult to find a place to leave their children while they attended the Stampede.

Forty foot dive a free attraction feature



Henri La Mothe who dives from a 40 foot platform into 18 inches of water will be featured twice daily on the free attractions program on the Independent Midway. This is one of the most sensational acts ever produced.



This cowboy lost everything — even his boot — Don't let this happen to you. Check your insurance needs and give us a call. We'll be happy to serve you.

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GREETINGS...

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ALEXANDRA HOTEL	GRAND HOTEL	ST. LOUIS HOTEL
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CROSSROADS MOTOR	QUEEN'S HOTEL	WESTGATE MOTOR
HOTEL	ROYAL HOTEL	HOTEL
EMPIRE HOTEL	SHAMROCK HOTEL	YALE-PLAZA HOTEL
EMPRESS HOTEL	STAMPEDER MOTOR	YORK HOTEL
FOREST LAWN HOTEL	HOTEL	

THE ABOVE MEMBERS OF THE CALGARY HOTEL ASSOCIATION ARE HAPPY
TO BE YOUR HOSTS DURING STAMPEDE WEEK.

Top Canadian Judges Named to Handle All Field Events at This Year's Show

Imagine an umpire closely watching a play at second base. And imagine he knows full well if the ball beat the runner it could cost the runner \$2,500.

Adding tenseness to this imaginary situation let's say the runner and the umpire had been brought up together, driven together a quarter million miles through blistering heat and numbing cold. Now the umpire knows he is deciding a financial crisis in his friend's life.

The umpire helped unload the bunch of cows that still have to be paid for. No easy decision this, but a rodeo judge faces some just as tough.

Because knowledge of animals are involved, the Rodeo Cowboys Association has found the best officials come from among active contestants. By rule, the association says a judge must be a cowboy who has contested within the last twelve months. They feel a longer period of inactivity would dull his ability to evaluate how hard the bucking stock is to ride.

These men in the striped vests, paid in ratio to the size of the rodeo's purse, are judging horses and bulls, marking each from 65 to 85, on how hard he bucks. They are scoring the rider from 1 to 20 on how well he spurs and the degree of control he displays.

Often the word "spur" is badly misconstrued because it has become identified in most minds as hide-splitting jabs with a sharp instrument. This couldn't be further from the meaning of rodeo's usage of the term.

To give the animal every advantage the cowboy is required to do something besides hang on for dear life. His spurring stroke—called "lick" by the cowboys—is as finely timed as a sprinter's "kick".

Spurs are dulled by rule. And, aside from this, the cause of many a rider's abrupt departure from his mount has been caused by a spur hanging up in saddle or horse's mane. For this reason riders use a short-shanked spur with rowels no sharper than the edge of a nickel.

The scores you hear are the total of what both judges marked the animal and the rider. They stand on either side of the chute gate concentrating on that side of the ride. The first thing they look for—in saddle and bareback bronc riding—is whether the rider's feet are over the point of the horse's shoulders when the animal's front feet hit the ground, first jump out of the chute. If they see this didn't happen the cowboy is disqualified.

This can be harder to see than our imaginary umpire determining whether a man was safe or out. But, unlike the ballplayer the professional rodeo cowboy has his sole income hanging on the judge's decision.

Since the livestock refuses to read the rules, the unforeseen might happen. Disputes over anything not covered by the rule book are settled by the judges.

Judging of the timed events, roping and steer decorating, takes a world of knowledge of the

events' rules and concentration unruffled by anything that happens. It takes two men; one at the starting scoreline and the other on horseback who drops his flag—stopping the timers' watches—when the run is legally completed.

This flag judge, naturally, must keep out of the way while the cowboy is competing, yet position himself where he can see the many details which comprise the legal run. At times it seems the cattle do their best to make his job as tough as they can.

Anytime a sport is dependent, in whole or in part, on judges' opinion there is bound to be muttering. Rodeo is the only sport where contestants work both sides of the street, and compared to others it has a surprisingly unsuspicious attitude toward the judicial side.

The seasoned pro, who often has served on the unpopular four-man tribunal, sums it up by saying, "when it's close we figure the guy marked it like he saw it."

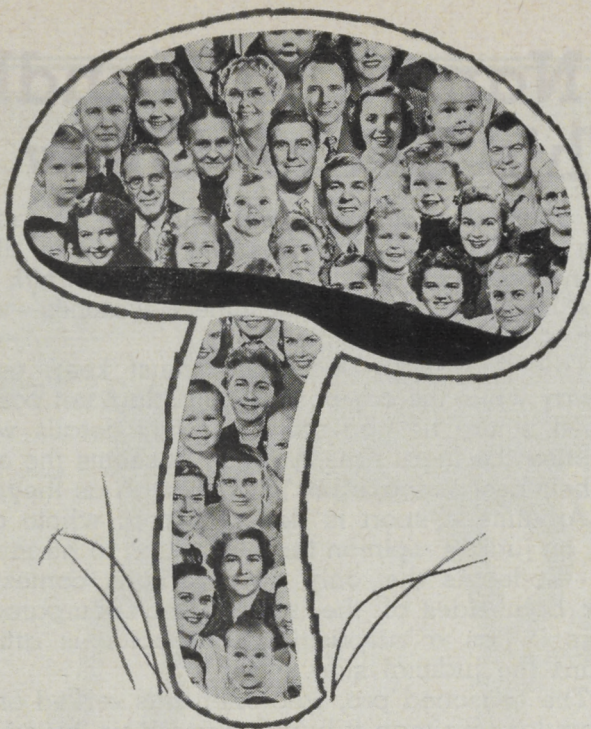
If ballplayers occasionally umpired there would be less jawing on the diamond.

With more than \$90,000 in purse money and entry fees at stake, it is necessary to find the best Rodeo judges in the business to handle the markings in all competitive events. This year the Exhibition and Stampede, working with the Cowboys Protective Association have named Rocky Rockabar of Medicine Hat and Bud Sharp of Keremosos, B.C., to handle the senior field events at this show.



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CANADA'S MUSHROOM

The phenomenal growth of metropolitan Calgary attracts many new businesses and industries every year. Federal census 1951—129,060; 1963—291,975; 1981 predicted—645,492 — a great and growing market that welcomes and demands new business and more industry. Calgary offers reasonable taxes, cultural opportunities and a western welcome.

Climate moderate & pleasant—no extremes.

At heart of growing market of 5,000,000.

Labor in Calgary virtually strike-free.

Growth is healthy for business & industry.

Alberta & Calgary fastest growing in Canada.

Rates for power & natural gas among lowest.

Your best opportunity in Western Canada.

***YOU OWE IT TO YOUR
COMPANY TO LOOK
AT CALGARY***

**FILL IN THIS
COUPON FOR
YOUR FREE
BROCHURE AND
MARKET STUDY
ON INDUSTRIAL
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**Suppliers of Fireworks for all important
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Medicine Hat to Calgary Trail Ride Brings 80 Visiting Riders to Calgary Stampede

A modern wagon train of horseback riders complete with chuckwagons and stage coach left Medicine Hat at 9 a.m. Saturday, June 27, for a seven day trek to the 1964 Calgary Exhibition and Stampede.

Approximately 80 riders from Ontario, Saskatchewan, Manitoba, Montana and Alberta are taking part. There is also one entry from British Columbia.

It is a competitive trail ride with nine trophies being awarded to winners of the various sections of the ride. All participants camped out on the open prairie.

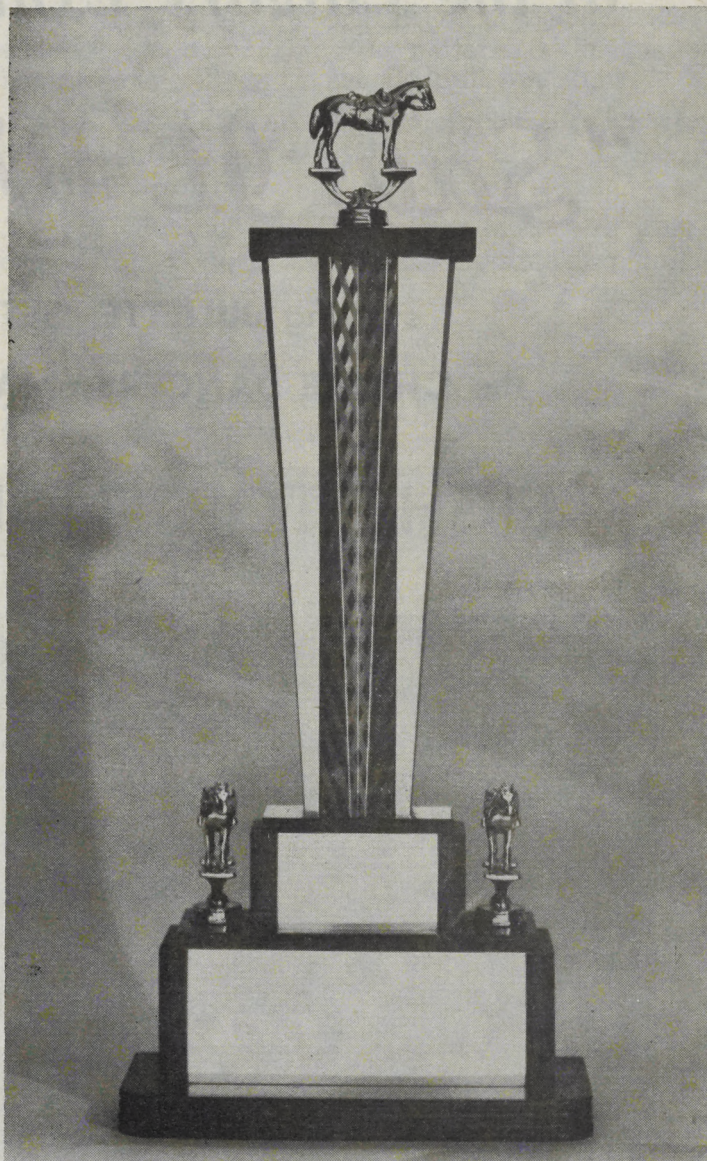
The ride was organized by L. Eric Hansen of Medicine Hat, who had conducted a similar but smaller distance ride last year.

H. C. Leinweber, Social Credit M.L.A. from Medicine Hat who has interested himself in the project has arranged with the Hon. Gordon Taylor, Minister of Highways, to set a mounted cavalcade of riders in motion and highway board officials and the R.C.M.P. assisted in keeping traffic on the Trans Canada Highway moving during the seven day overland trek.

The riders proceeded along the ditches on both sides of the Trans Canada Highway with the chuckwagon and stage coach using the highway.

The complete list of competitors by provinces follows:—

ONTARIO: Lloyd Avery, Sault Ste. Marie, two entries; MANITOBA: K. Howden, Neepawa; Mrs. Vi McCallum, Dauphin; Ken McCallum, Dauphin; SASKATCHEWAN: Orville Sutton, Sceptre; Russell Sutton, Sceptre; Sandy Hanson, Sceptre; Francis McWilliams, Sceptre; Patsy Sutton, Sceptre; Charles Martin, Sceptre; Donald MacWilliams, Sceptre; Laura McKenzie, Maple Creek; Francis Nuttle, Maple Creek; D. Lewis McKenzie, Maple Creek; Art Whitney, Maple Creek; Loretta McKenzie, Maple Creek; Georgina McKenzie, Maple Creek; M. Martin, Prelate; Eugene Schmaltz, Tamsford; Florence Thompson, Moosomin; Stuart Munns, Craig; Clarence Smith, Moosomin; Eric Obal, Moosomin; Bill Obal, Moosomin; MONTANA: Arthur Harlow, Whitefish; Dr. John T. Whalen, Whitefish; Ray Zinke, Whitefish; Dale Duff, Whitefish; ALBERTA: Arthur Havel, Ralston; Mary Havel, Ralston; Peg Dudley, Ralston; Merle Linden, Medicine Hat; Angie Linden, Medicine Hat; Lynda Rouer, Red Cliff; Paul Benz, Jenner; Maurice Frere, Trochu; Abe Valmer, Okotoks; Pete Standing Alone, Standoff; Larry Watley, Alsike; George H. Robb, Banff; Candis Robb, Banff; Catherine Palmer, Ralston; Dale Kollmeier, Ralston; Allan Davey, Ralston; Elizabeth Palmer, Ralston; Susan Dudley, Ralston; John Duthy, Ralston; Lyn Duthy, Ralston; Mr. A. L. Roeke, Calgary; Mrs. L. Roeke, Calgary; Floyd Roth, Calgary; S. E. McFaul, Calgary; Dale Cummings, Calgary; Connie Hartley, Calgary; Diana Hartley, Calgary; Carlene Camp-



The Calgary and Exhibition Ltd. Trail Ride Championship Trophy which will be awarded to the best all-around competitor taking part in the trail ride.

bell, Calgary; Faye Nazarek, Calgary; Dieter Stegemeir, Calgary; Merv Laing, Calgary; Miss Peggy Smith, Calgary; Jean Wardlow, Calgary; Dick Wardlow, Calgary; Joe Davis, Calgary. Also in the ride will be Mr. Hansen and his three children.

Farmers and townspeople along the 178 mile stretch of road between Medicine Hat and Calgary played host to the 80 competitive trail riders who made the long six day ride which ended in Calgary Sunday, July 5, the day prior to the opening of the Calgary Exhibition and Stampede.

L. E. Hansen of Medicine Hat, ride director, said that arrangements for overnight stops at a number of points along the route were successful and that he received wonderful co-operation from both civic bodies and district residents.

*The Greatest Stage Show Ever Presented
at the Calgary Exhibition and Stampede*

"Say It With Music"

starring **JULIETTE, SETH RIGGS, WILF CARTER,**
the **CHaine DANCERS, MANHATTAN ROCKETS, PLUS...**

EIGHT TOP FLIGHT VARIETY ACTS



JULIETTE



SETH RIGGS



WILF CARTER

**NEW LIGHTING — NEW SCENERY — NEW TALENT AND A WHOLE NEW CONCEPT IN
OUTDOOR STAGE ENTERTAINMENT**

You can't afford to miss this great nightly attraction at the
Calgary Exhibition and Stampede.

Produced by the Calgary Exhibition and Stampede Ltd. — Directed by Randolph Avery of Chicago

New — Exciting — Exhilarating

"Say It With Music" will feature many stars

The attractions committee of the Calgary Exhibition and Stampede has lined up what committee members believe to be one of the finest programs of entertainment in the long time history of the big western show.

With the purchase of a substantial amount of the most modern stage lighting equipment, plus brand new scenery and a new concept in stage show production, the grandstand show "Say It With Music" has developed into one of the finest productions ever planned for a Canadian Exhibition. With such stars as Juliette of Toronto, Seth Riggs, a top Broadway singing star and Wilf Carter, the dean of country and western music as the headliners, director Randolph Avery of Chicago has welded the Chaine Dancers, Hal Sands Manhattan Rockets, and eight top flight variety acts into a fast moving, brilliantly lighted stage production which is expected

DON RICE: Popular comedian and clever mimic with his own inimitable brand of humor. A real crowd-pleaser.

FONTANA AND NECKER DALMATIONS: Sensational, fast moving dog act performed with amazing precision. Seen on the Ed Sullivan Show.

DICK ALBERS: A clever trampoline artist who has appeared on the Ed Sullivan Show. Comedy and thrills galore.

THE ROSELL TROUPE: Five high wire daredevils from Bogota, Colombia. Breathtaking thrills on the high wire guaranteed to leave the audience "numb".

THE LOUNSBURY SISTERS: The lovely North American Champion Baton Twirlers in their spectacular "fire torch" display.



to find favor with Exhibition and Stampede patrons from every walk of life.

The eight variety acts, all of top calibre have been listed by the committee as follows:—

THE BUMPY SPECTACULARS: A fast moving act combining acro-zany thrills and comedy and has appeared in the Ed Sullivan, Bob Hope, Red Skelton and 64 other television shows.

AUGSPURG'S JUNGLE WONDERS: Hilarious comedy act with a monkey and baboon. A tremendous hit on the Ed Sullivan Show.

MAX & CHERIE: Dynamic and talented comedy acrobats from Scotland in an uproariously funny slapstick comedy routine.

A selected group of young singers from Crescent Heights High School will back up the professional singing stars during the production numbers and the whole presentation will undoubtedly be one of the best staged, best directed and most brilliantly lighted of any production ever offered at a Western Canadian Exhibition.

It will be the first time in the history of the local show that the stage presentation has been produced as a non-circuit event with the result that "Say It With Music" will be exclusive to the 1964 Exhibition and Stampede.

The stage show will be presented every evening of Exhibition and Stampede week.

Stampede Corral Spectaculars

Stampede Week — July 6th to July 11th

Entertainment Extraordinary

Monday, July 6th

Harvard Glee Club Radcliffe Coral Society

2:30 p.m. and 8:30 p.m.

PRICES: \$3.00, \$2.50, \$2.00 afternoon and evening — All seats reserved.

Tuesday, July 7th

World Championship Wrestling

8:30 p.m. Prices: \$3.00, \$2.50, \$2.00, \$1.50, \$1.00 - All Seats Reserved

See this top array of wrestlers in action including the popular midgets.

Wednesday, July 8th

Bobby Curtola Show

featuring Bobby Curtola, Canadian teenage idol, PLUS THE SILVER SPURS
Dance Group, from Spokane, and entertainers from Calgary Safety Patrol Roundup

2:30 p.m. and 8:30 p.m.

PRICES: Evening, \$2.00 and \$1.50, all seats reserved — No Children's Prices

Afternoon, All Rush Seats. Adults \$1.50; Children, 12 and under, \$1.00

Thursday, July 9th

Western Hootenanny

featuring OSCAR BRAND PLUS hand-picked talent to round out this Hootenanny Show

2:30 p.m. and 8:30 p.m.

PRICES: Evening, \$2.00 and \$1.50, all seats reserved — No Children's Prices

Afternoon, All Rush Seats. Adults \$1.50; Children, 12 and under, \$1.00

Friday, July 10th

World Championship Wrestling

Prices: \$3.00, \$2.50, \$2.00, \$1.50, \$1.00 - All Seats Reserved

Saturday, July 11th

Country Hoedown

featuring Gordie Tapp, Tommy Hunter, Tommy Common, the Hame Sisters, Pat Hervey,
Al Cherney, Maurice Bolyer. ALSO THE SILVER SPURS Dance Group, from Spokane.

2:30 p.m. and 8:30 p.m.

PRICES: Evening, \$2.50 and \$2.00, all seats reserved — No Children's Prices

Afternoon, All Rush Seats. Adults \$2.00; Children, 12 and under, \$1.00

Five Top Variety Shows Slated for Corral

The greatest assemblage of folk music stars ever to appear in Calgary have been engaged to back up Oscar Brand, king of folk music at the Stampede Hootenanny which will be held in the Stampede Corral, Thursday, July 9, as one of the features of the annual Exhibition and Stampede. Performances will be held at 2:30 and 8:30 p.m.

Brand, the star of "Let's Sing Out", a CTV folk music television show will have with him Al Cromwell of Toronto, rated one of Canada's top folk music singing stars, Karen James of Vancouver, the toast of west coast music lovers, the Take Four of Edmonton, a quartette of four University of Alberta students who are rapidly approaching the top in this field, the Kopala Trio of Edmonton, a new group which is fast approaching stardom and Brent Tit-

Other shows scheduled for the Stampede Corral during the big western week include the Harvard Glee Club and Radcliffe Choral Society, a chorus of 86 voices which will present a program of classical and popular music Monday afternoon and evening, July 6. Thousands of United States residents of Calgary are expected to patronize this event along with other patrons of good music because of the top standing which this choral group enjoys in musical circles.

On Wednesday afternoon and evening, July 9, Bobby Curtola of Toronto, Canada's top young singing star will head a program scheduled for 2:30 and 8:30 p.m. The young star will sing a total of 20 songs during the performance and he will be backed up by singing stars from the Calgary Safety Round-



Oscar Brand, star of the TV show "Let's Sing Out" who will put on a Stampede Hootenanny in the Stampede Corral Thursday at 2:30 and 8:30 p.m.



Bobby Curtola who will star in the Bobby Curtola Show, Wednesday afternoon and evening, 2:30 and 8:30 p.m. at the Stampede Corral.



Gordie Tapp, star of the TV show Country Hoedown which will be held at the Stampede Corral Sat., July 11 at 2:30 and 8:30.

comb of Vancouver who is rated as one of the best folk music singers who adopts a comedy vein.

All those taking part in the program were personally approved by Mr. Brand following a series of auditions on tape.

Following the line of his weekly half hour television show from Universities across the country there will be audience participation in some of the numbers and Exhibition and Stampede officials expect capacity audiences for this event.

Orders for tickets are now being accepted by mail but on Monday, June 15, the over the counter seat sale for this and other Corral Shows will be located at the Horseshoe immediately in front of the Administration Building. The Grandstand tickets are on sale in the Livestock Pavilion, just a few yards away from the Corral Shows ticket office.

up TV show and the internationally famous Square Dance group, the Silver Spurs from Spokane, Wash.

Saturday afternoon and evening, July 11, Exhibition and Stampede patrons will see for the first time at the big western show, the complete singing cast of the Country Hoedown Show including Gordie Tapp, Tommy Hunter, Tommy Common, the Hame Sisters, Pat Hervey, Al Cherney, Maurice Bolyer and Cousin Clem.

World championship wrestling on Tuesday and Friday evenings will complete the Stampede Corral program for the big western week.

Tickets for all these shows will go on sale over the counter at the Exhibition Grounds June 15 and in the meantime mail orders for seats will be accepted.

BY POPULAR REQUEST WE ARE REPEATING
The World's Biggest Exhibition "Giveaway"

\$70,000 IN GOLD

AT THE

Calgary Exhibition & Stampede
JULY 6th to JULY 11th, 1964

GRAND PRIZE . . .

A \$50,000 POT-O-GOLD

PLUS . . .

Five Additional Gold Bricks
Worth \$3,500 Each

PLUS a Draw for five additional Consolation Gold Bricks worth \$500 each
on the final night of the show.

A ONE DOLLAR TICKET ENTITLES YOU TO A CHANCE ON THIS BIG BONANZA.

Here is how it works:— Tickets bought on Monday and deposited in the
boxes on the same day at the Exhibition Grounds entitles the purchaser to a
draw for the \$3,500 Gold Brick PLUS draws for five additional consolation
Gold Bricks worth \$500 each on Saturday night and the \$50,000 Gold Brick
also to be drawn for Saturday night. The same procedure will apply for
Tuesday, Wednesday, Thursday and Friday.

HERE IS AN ADDITIONAL BONUS

THIS YEAR YOU CAN BUY BOOKS OF TICKETS — SIX TICKETS FOR \$5.00.

**GET YOUR TICKETS AT ANY POT O' GOLD BOOTH
ON THE GROUNDS. THEY ARE FOR SALE ON THE
GROUNDS ONLY DURING EXHIBITION AND STAM-
PEDE WEEK.**

Ticket sales by the Calgary Junior Chamber of Commerce.

This is an official project of the

Calgary Exhibition & Stampede Ltd.

DONALD C. MATTHEWS,
President

MERVYN A. DUTTON,
Project Chairman

MAURICE E. HARTNETT,
General Manager

\$70,000 Pot O Gold "Giveaway" At Stampede Sets New Record

A \$70,000 Pot O' Gold will again be given away at the Calgary Exhibition and Stampede, as one of the features of the 1964 event.

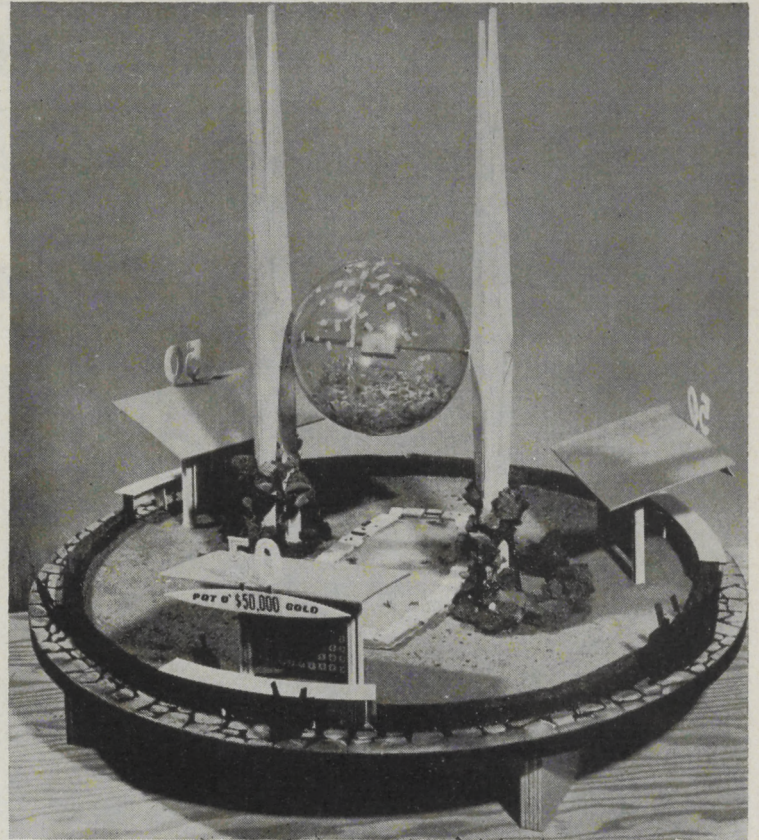
This will consist of the grand prize of \$50,000, daily bonus prizes of a \$3,500 gold brick plus five gold bricks worth \$500 each which will be drawn for on Saturday night prior to the grand prize of \$50,000.

Here is how the plan will work. All those patrons who purchase Pot O' Gold tickets on Monday will be eligible for the extra \$3,500 gold brick prize draw that night and their tickets will also remain in the draw for the \$50,000 award and consolation draws on the final night of the show. The same procedure will be followed for those who purchase tickets on Tuesday, Wednesday, Thursday and Friday. No special bonus prize will be offered on tickets purchased on the final day of the show, July 11. However, the draw for the \$50,000 award will be made on the night of that day at the free attractions platform just west of the main entrance to the Stampede Corral.

Winners of the daily bonus prizes will be announced nightly. It is not necessary for the winner to be present at the time of the draw in order to be eligible for the prize.

Tickets on the \$70,000 "Giveaway" will be sold at one dollar each with ticket sales again being handled by scores of members of the Calgary Junior Chamber of Commerce and may only be obtained on the Exhibition Grounds during Exhibition and Stampede week.

Books of tickets will again be available this



year. Patrons of the show will be able to buy a six-ticket book for \$5.00.

Winners of the grand prize of \$50,000 and daily bonus prizes can turn the gold bricks over to the Bank of Montreal and each winner will receive cash in exchange for the costly metal.

Stampede raises own bucking horses



Some of the Stampede-owned bucking stock grazing on the C. S. Ranch near Youngstown, Alberta, where a new herd of bucking horses is being raised.



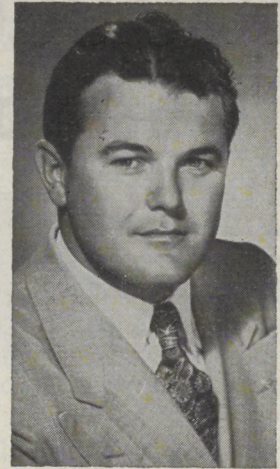
Carl J. Sedlmayr
General Manager

Royal American Shows

WORLD'S LARGEST MIDWAY

Presents its 1964 Attractions to the Patrons of
the Calgary Exhibition and Stampede

New Acts - New Faces - New Names



C. J. Sedlmayr, Jr.
Assistant Manager



ROYAL AMERICAN MIDWAY — FEATURING MANY ALL-NEW SHOWS — MANY ALL-NEW RIDES

A Gigantic "KIDDYLAND" with New Rides for the Children

See this Great New Royal American Midway of Laughs, Thrills and Chills
All Clean Fun for the entire Family at the Calgary Exhibition & Stampede

The Royal American Shows are the World's Largest Producers of Clean and Meritorious
Shows, Latest Riding Devices and Thrilling Entertainment

★ ★ ★

WE ARE PROUD TO BE PART OF THE CALGARY EXHIBITION & STAMPEDE

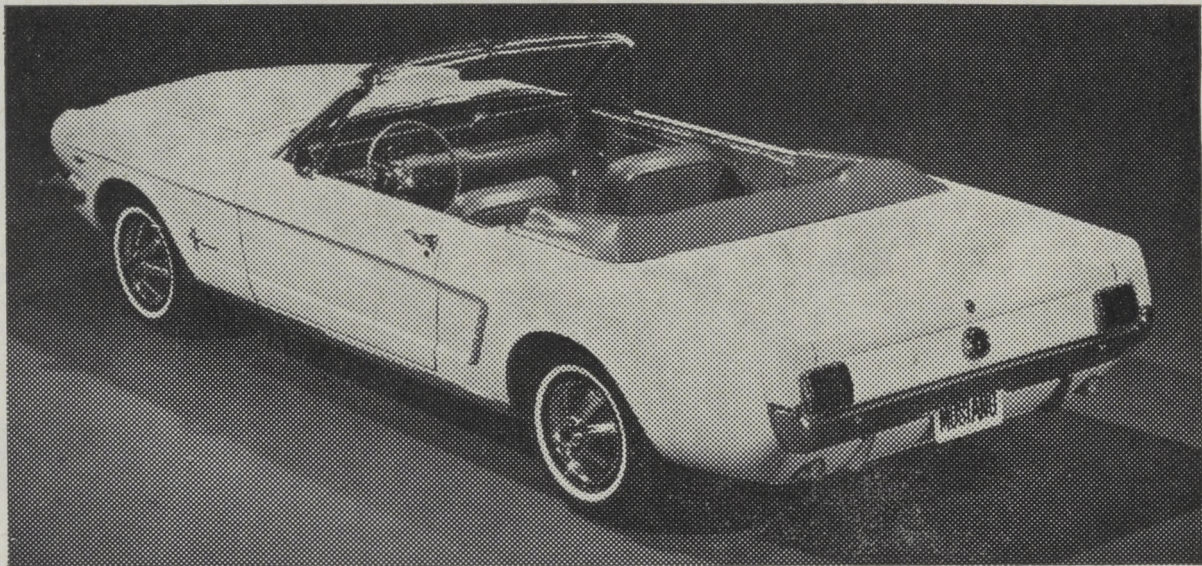
The World's Biggest Ferris Wheel



This giant ferris wheel, which was a feature of the world's fair at Seattle three years ago has now been made portable and will be in use in the Royal American Shows midway, during Exhibition and Stampede week.

KINSMEN CAR AWARD

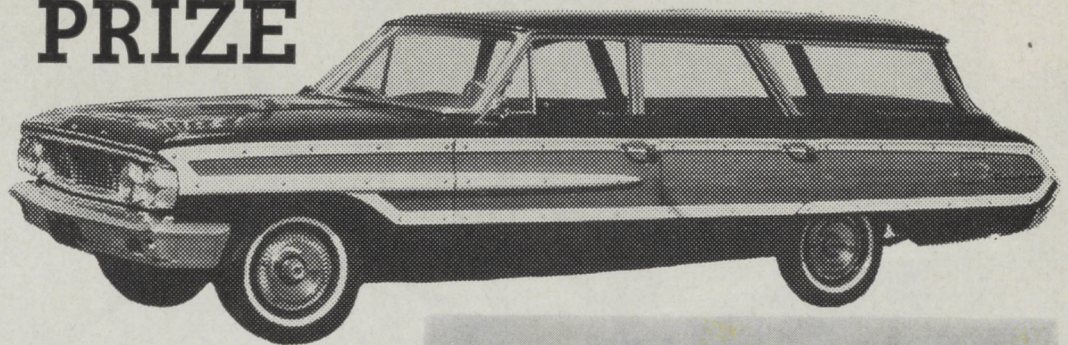
6 Convertibles — 1 Station Wagon & House Trailer



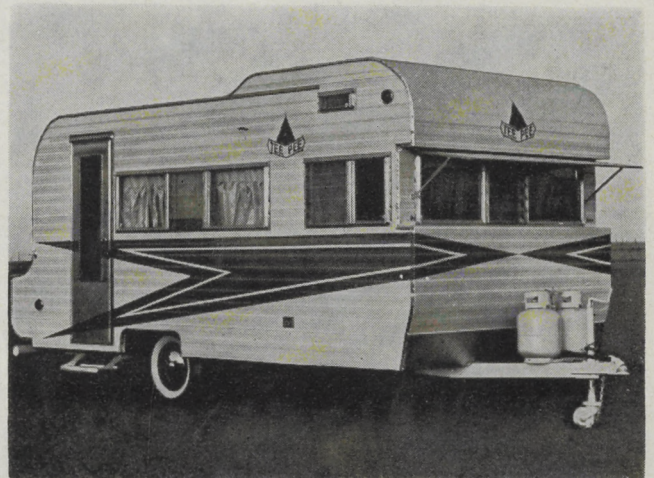
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GRAND PRIZE

1964 FORD

Country Squire
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Round-up The Weeks Festivities With
THE ANNUAL

— **KINSMEN COWBOY BALL** —

7 AVE. & 7 ST. S.W. — FRIDAY, JULY 10, 9 P.M.

New Rodeo Champions are Crowned each year at the Calgary Stampede

Several generations of cowboys have ridden and roped their way through the Stampede infield at Victoria Park since the Championship Cowboy Contests became an integral part of the annual Calgary Exhibition, and the record book contains whom have gone to their last reward.

the names of some illustrious Rodeo men, many of

Some of the cowboy greats including Pete Knight, Breezy Cox, Gerry Ambler, Emery La Grandeur, Pete La Grandeur, Tom Three Persons and others have long since crossed the Great Divide, but succeeding generations of cowboys are still carrying on the great tradition recorded by some of

the time champions.

While the history of the Calgary Stampede dates from the original international event held in 1912, the records outlined below are for the period commencing with the 1923 Stampede.

The originator of the event, the late Guy Weadick managed the show from 1923 to 1932. He was followed by the late Jack Dillon, and after his death he was followed by Dick Cosgrave, of Cheadle, who handles the arena director's duties at the present time.

The list of champions in all events covering the 1923-1963 period are as follows:—

Winners of the Open Bucking Horse Riding Championship with Association Saddle

1925 Breezy Cox, Salmonville, Arizona	1938 Earle Thode, Casa Grande, New Mexico	1951 Bill Linderman, Red Lodge, Mont.
1926 Mike Stuart, Tulare, California	1939 Guy Cash, White Bird, Idaho	1952 Frank Duce, Cardston, Alberta.
1927 Pete Knight, Crossfield, Alberta	1940 Nick Knight, Cody, Wyoming	1953 Deb Copenhaver, Post Falls, Idaho.
1928 Slim Watrin, High River, Alberta	1941 Jerry Ambler, Minburn, Alberta	1954 Marty Wood, Bowness, Alberta.
1929 Earl Thode, Belvedere, S. Dakota	1942 Doff Aber, Newhall, California	1955 Deb Copenhaver, Post Falls, Idaho
1930 Chuck Wilson, Forth Worth, Texas	1943 Turk Greenough, Red Lodge, Mont.	1956 Bobby Robinson, Calgary, Alberta.
1931 Gene Ross, Salmonville, Arizona	1944 Bill Linderman, Red Lodge, Mont.	1957 Marty Wood, Bowness, Alberta.
1932 Pete Knight, Crossfield, Alberta	1945 Bill Linderman, Red Lodge, Mont.	1958 Deb Copenhaver, Post Falls, Idaho.
1933 Pete Knight, Crossfield, Alberta	1946 Jerry Ambler, Glenwood, Wash.	1959 Winston Bruce, Calgary, Alta.
1934 Stub Bartlemay, Arlington, Oregon	1947 Jim Like, Kim, Colorado.	1960 Jim Tescher, Sentinel Butte, N.D.
1935 Turk Greenough, Red Lodge, Mont.	1948 Bill Linderman, Red Lodge, Mont.	1961 Marty Wood, Bowness, Alberta
1936 Carle Thode, Casa Grande, New Mexico	1949 Casey Tibbs, Fort Pierre, S. Dakota.	1962 Leo Brown, Czar, Alta.
1937 John Jordan, Carlsbad, New Mexico	1950 Casey Tibbs, Fort Pierre, S. Dakota.	1963 Ronnie Raymond, Pineville, Oregon

Winners of the Bareback Bucking Horse Riding Championship

1923 Kenneth Cooper, Pierre, S. Dakota	1937 Muff Doan, Halkirk, Alberta	1951 Bill Linderman, Red Lodge, Mont.
1924 D. McDonald, High River, Alberta	1938 Urban Doan, Halkirk, Alberta	1952 Jim Shoulders, Tulsa, Oklahoma
1925 Norman Edge, Cochrane, Alberta	1939 Chet McCarty, Cheyenne, Wyoming	1953 Del Haverty, Benson, Arizona
1926 Harry Knight, Banff, Alberta	1940 Paul Carney, Galtion, Alberta	1954 Buck Rutherford, Boise, Idaho
1927 Jack Hill, Calgary, Alberta	1941 Urban Doan, Halkirk, Alberta	1955 Gene Gunderson, Calgary, Alberta
1928 Norman Edge, Cochrane, Alberta	1942 Jack Wade, Halkirk, Alberta	1956 Alf Owen, Patricia, Alberta
1929 Herman Linder, Raymond, Alberta	1943 Urban Doan, Halkirk, Alberta	1957 Don Wilson, Buffalo, Wyoming
1930 Canada Kidd, Kinuso, Alberta	1944 Mitch Owens, Fresno, California	1958 John Hawkins, Abilene, Texas
1931 Canada Kidd, Kinuso, Alberta	1945 Gerald Roberts, Strong City, Kansas	1959 Del Haverty, Casagrande, Arizona
1932 Smoky Snyder, Kimberley, B.C.	1946 Jimmy Schumaker, Phoenix, Arizona	1960 Jack Buschbaum, Casseville, Wisconsin
1933 Nate Waldrun, Strathmore, Alberta	1947 Jimmy Schumaker, Phoenix, Arizona	1961 George Myren, Viking, Alberta
1934 Herman Linder, Cardston, Alberta	1948 Ken Brower, Manyberries, Alberta	1962 Jim Roeser, Caldwell, Idaho
1935 Don Thompson, Black Diamond, Alta.	1949 Gene Rambo, Shambdon, California	1963 Buddy Peake, Tuscon, Arizona
1936 Herman Linder, Cardston, Alberta	1950 Casey Tibbs, Pierre, S. Dakota	

Winners of the Brahma Bull or Steer Riding Contest

1923 Casey Patterson, Gadsby, Alberta	1937 Don Thompson, Black Diamond, Alberta	1952 Jim Shoulders, Tulsa, Oklahoma
1924 V. McDonald, Olds, Alberta	1938 Herman Linder, Cardston, Alberta	1953 Harry Dodging Horse, Sarcee, Alberta
1925 Norman Edge, Cochrane, Alberta	1939 Urban Doan, Halkirk, Alberta	1954 Gordon Earl, Newgate, B.C.
1926 Tom McCoy, Irricana, Alberta	1940 Jack Wade, Halkirk, Alberta	1955 Buck Boyce, Forth Worth, Texas
1927 Norman Edge, Cochrane, Alberta	1941 Jerry Ambler, Minburn, Alberta	1956 Dick Nash, Kindersley, Saskatchewan
1928 Canada Kidd, De Winton, Alberta	1942 Jerry Ambler, Klamath Falls, Oregon	1957 Bruce Coker, Sutherland, Nebraska
1929 Frank Sharp, High River, Alberta	1943 Jerry Ambler, Klamath Falls, Oregon	1958 Gil Garstad, Veteran, Alberta
1930 Eddie Woods, Emmett, Idaho	1944 Muff Doan, Halkirk, Alberta	1959 Jim Shoulders, Henryetta, Oklahoma
1931 Smoky Snyder, Kimberley, B.C.	1945 Jimmy Schumaker, Phoenix, Arizona	1960 Ed. Letourneau, Davis, California
1932 Smoky Snyder, Kimberley, B.C.	1946 Johnny Tubbs, Valley, Washington	1961 Bob Shepherd, Lovett, Texas
1933 Frank Sharp, Black Diamond, Alberta	1947 R. Thompson, Black Diamond, Alberta	1962 Billy Hand, West Palm Beach, Florida
1934 Herman Linder, Cardston, Alberta	1948 Jim Shoulders, Tulsa, Oklahoma	1963 Mac Griffith, Pendelton, Oregon
1935 Herman Linder, Cardston, Alberta	1949 Buck Rutherford, Nowata, Oklahoma	
1936 Herman Linder, Cardston, Alberta	1950 Jim Shoulders, Tulsa, Oklahoma	

Winners of the Chuck-Wagon Race

1923 Dan Riley, High River, Alberta	1937 Dick Cosgrave, Rosebud, Alberta	1951 Willard & Nelson, Queenstown, Alberta
1924 Bagley & Lauder, Lacombe, Alberta	1938 Dick Cosgrave, Rosebud, Alberta	1952 Commodore Allen, Vulcan, Alberta
1925 Collins & Ross, Lousana, Alberta	1939 Gene Goettler, De Winton, Alberta	1953 Commodore Allen, Vulcan, Alberta
1926 Dick Cosgrave, Cheadle, Alberta	1940 Dick Cosgrave, Rosebud, Alberta	1954 Commodore Allen, Vulcan, Alberta
1927 Tom Lauder, Innisfail, Alberta	1941 Chas. Lundseth, Bowden, Alberta	1955 Hank Willard, Queenstown, Alberta
1928 Tom Lauder, Innisfail, Alberta	1942 Dick Cosgrave, Rosebud, Alberta	1956 L. O. Nelson, High River, Alberta
1929 Jim Ross, Elnora, Alberta	1943 Dick Cosgrave, Rosebud, Alberta	1957 Peter Bawden, Calgary, Alberta
1930 Dick Cosgrave, Michichi, Alberta	1944 Theo Thage, Halkirk, Alberta	1958 Merle Anderson, Carbon, Alberta
1931 Clem Gardner, Pirmez Creek, Alberta	1945 Alvin Hiler, Red Willow, Alberta	1959 Peter Bawden, Calgary, Alberta
1932 Jim Ross, Elnora, Alberta	1946 Johnny Phelan, Red Deer, Alberta	1960 O. Burkinshaw, Calgary, Alta.
1933 Dick Cosgrave, Wayne, Alberta	1947 Johnny Phelan, Red Deer, Alberta	1961 O. Burkinshaw & Peter Bawden (tie)
1934 J. C. Goettler, De Winton, Alberta	1948 J. J. Swain, Innisfail, Alberta	1962 Peter Bawden, Calgary
1935 Dick Cosgrave, Rosebud, Alberta	1949 Johnny Phelan, Red Deer, Alberta	1963 Peter Bawden, Calgary, Alberta
1936 Dick Cosgrave, Rosebud, Alberta	1950 Bob Heberling, Rosebud, Alberta	

Winners of the Novice or Canadian Bucking Horse Riding Championship

1923 Pete Vandermeer, Calgary, Alberta	1937 Jerry Ambler, Minburn, Alberta	1951 Bill Johnson, Water Valley, Alberta
1924 Pete La Grande, Pincher Creek, Alta.	1938 Herman Linder, Cardston, Alberta	1952 Bob Chalmers, Millarville, Alberta
1925 Al Falconer, Cardston, Alberta	1939 Sykes Robinson, Cochrane, Alberta	1953 Keith Hyland, Alsask, Saskatchewan
1926 Harry Knight, Banff, Alberta	1940 Harlay Walsh, Madden, Alberta	1954 Alfred Owens, Ponoka, Alberta
1927 Pete Knight, Crossfield, Alberta	1941 Wally Lindstrom, Airdrie, Alberta	1955 Jack Hooker, Palace Bait, Saskatchewan
1928 Leo Watrin, High River, Alberta	1942 Urban Doan, Halkirk, Alberta	1956 Ray Vanderiet
1929 Herman Linder, Raymond, Alberta	1943 Urban Doan, Halkirk, Alberta	1957 Roy Robinson, Rockland, Idaho
1930 Pete Knight, Crossfield, Alberta	1944 Carl Olsen, Ribstone, Alberta	1958 Garth Maxwell, Viking, Alberta
1931 Slim Watrin, High River, Alberta	1945 Frank Duce, Cardston, Alberta	1959 Bob Gottfriedsen, Kamloops, B.C.
1932 Harry Knight, Banff, Alberta	1946 Frank Duce, Cardston, Alberta	1960 Pete Bruisedhead, Cardston, Alta.
1933 Pete Knight, Crossfield, Alberta	1947 Bob Lauder, Elnora, Alberta	1961 Wayne Vold, DeWinton, Alberta
1934 Herman Linder, Cardston, Alberta	1948 Jim Turner, Rock Creek, B.C.	1962 Shawn Davis, Washington
1935 Harlay Walsh, Madden, Alberta	1949 Wilf Gerlitz, Black Diamond, Alberta	1963 Ivan Daines, Innisfail, Alberta
1936 Harlay Walsh, Madden, Alberta	1950 Lem Horner, Penticton, B.C.	

Winners of the Boys' Wild Steer Riding Contest

1924 C. Brunner
1925 W. Goodrich, Calgary, Alberta
1926 Jas. R. Boyle, Calgary, Alberta
1927 Jos Fox, Morley, Alberta
1928 Bill Bagley, Lacombe, Alberta
1929 Joe Fox, Morley, Alberta
1930 Paddy Cayan, Wayne, Alberta
1931 Gerald Ambler, Wainwright, Alberta
1932 Joe Gray, Dog Pound, Alberta
1933 Duncan Cragg, Lousana, Alberta
1934 L. C. Cawsey, Bassano, Alberta
1935 Bobby Swain, Calgary, Alberta
1936 Joe Kootenay, Jr., Morley, Alberta

1937 Archie Preston, Talbot, Alberta
1938 Kenneth McLean, Edmonton, Alberta
1939 Earl Mayfield, Gleichen, Alberta
1940 Glen Lee, Raymond, Alberta
1941 George Aldorf, Wayne, Alberta
1942 Lyle Doan, Halkirk, Alberta
1943 Thomas Jerry, Cluny, Alberta
1944 Horace Holloway, Jr., Morley, Alberta
1945 Bob Duce, Cardston, Alberta
1946 Red Mulgrew, Calgary, Alberta
1947 Bob McKay, Black Diamond, Alberta
1948 Harry Dodging Horse, Sarcee, Alberta
1949 Thos. W. Lauder, Elnora, Alberta

1950 Cody Morris, Black Diamond, Alberta
1951 Charles Cassidy, Stettler, Alberta
1952 James Grey, Calgary, Alberta
1953 Tommy Yellow Sun, Cluny, Alberta
1954 Bill Stuckey, Stettler, Alberta
1955 Jerry Weiss, Hanna, Alberta
1956 Keith Powell, Turner Valley, Alberta
1957 Frankie Cocks, Strathmore, Alberta
1958 Wayne Vold, DeWinton, Alberta
1959 Ivan Daines, Innisfail, Alberta
1960 Ivan Daines, Innisfail, Alberta
1961 Ivan Daines, Innisfail, Alberta
1962 Franklin Daines, Innisfail, Alta.
1963 John Dodds, Ponoka, Alberta

Winners of the Wild Horse Race

1923 Neil Campbell, Okotoks, Alberta
1924 Frank Hodgkins, Kew, Alberta
1925 Frank Hodgkins, Kew, Alberta
1927 Frank Hodgkins, Kew, Alberta
1928 Hughie Long, Prongue, Sask.
1929 Norman Edge, Cochrane, Alberta
1930 Archie Miller, Cheadle, Alberta
1931 Geo. McIntosh, High River, Alberta
1932 DAY MONEY
1933 " "
1934 " "
1935 " "
1936 " "

1937 DAY MONEY
1938 " "
1939 " "
1940 " "
1941 " "
1942 Urban Doan, Halkirk, Alberta
1943 Chet Baldwin, Morley, Alberta
1944 Ken Leadley, Hughenden, Alberta
1945 John Spotted Eagle, Gleichen, Alberta
1946 Cliff Vandergrift, Turner Valley, Alta.
1947 Cliff Vandergrift, Turner Valley, Alta.
1948 John Spotted Eagle, Gleichen, Alta.
1949 Cliff Vandergrift, Turner Valley, Alta.

1950 Bill Graham, East Coulee, Alberta
1951 Cliff Vandergrift, Turner Valley, Alta.
1952 Bill Graham, East Coulee, Alberta
1953 Bill Graham, Drumheller, Alberta
1954 Chip Nunamker, Arrowwood, Alberta
1955 Cliff Vandergrift, Turner Valley, Alberta
1956 Don McLeod, Black Diamond, Alberta
1957 Orville Strandquist, Scapa, Alta.
1958 Cliff Vandergrift, Drayton Valley, Alta.
1959 Cliff Vandergrift, Drayton Valley, Alta.
1960 Len Chartie, Calgary, Alberta
1961 Roy Groves, Carseland, Alberta
1962 Bill Graham, East Coulee, Alta.
1963 Orville Standquist, Stettler, Alberta

Winners of the Wild Cow Milking Contest

1924 E. Burton, Claresholm, Alberta
1925 Jack Brown, Lethbridge, Alberta
1926 Bert Long, Elnora, Alberta
1927 Richard Merchant, Carlsbad, N.M.
1928 King Bearspaw, Pekisko, Alberta
1929 Irby Mundy, Kaiser, Wyoming
1930 W. J. Helmer, Sundre, Alberta
1931 W. J. Gray, Dog Pound, Alberta
1932 Johnny Left Hand, Morley, Alberta
1933 Irby Mundy, Utleyville, Colorado
1934 Roy Matthews, Fort Worth, Texas
1935 Bob Crosley, Roswell, New Mexico
1936 Clark Lund, Raymond, Alberta

1937 Ernest Hall, Lethbridge, Alberta
1938 Irby Mundy, Shamrock, Texas
1939 Chet Baldwin, Kew, Alberta
1940 Cliff Vandergrift, Turner Valley, Alta.
1941 Fred Burton, Claresholm, Alta.
1942 A. Galarneau, Finnegan, Alberta
1943 Cliff Vandergrift, Turner Valley, Alta.
1944 Johnny Left Hand, High River, Alta.
1945 Cliff Vandergrift, Turner Valley, Alta.
1946 Don Leask, Madden, Alberta
1947 Bill McLean, Morley, Alberta
1948 F. C. Stover, Tularosa, New Mexico
1949 Fred Galarneau, Cardston, Alberta

1950 Don Leask, Madden, Alberta
1951 Mac Leask, Madden, Alberta
1952 Mac Leask, Madden, Alberta
1953 George Leask, Madden, Alberta
1954 George Leask, Madden, Alberta
1955 George Leask, Madden, Alberta
1956 Herb Christie, Cardston, Alberta
1957 Reg Kesler, Rosemary, Alberta
1958 Orville Strandquist, Byemoor, Alta.
1959 Reg. Kesler, Rosemary, Alta.
1960 Cliff Vandergrift, Drayton Valley, Alta.
1961 Alex Laye, Sounding Lake, Alberta
1962 Reg Kesler, Rosemary, Alta.
1963 Gilbert Bintz, Alsask, Saskatchewan

Winners of the Cowboys' Calf Roping Championship

1924 Ray Knight, Raymond, Alberta
1925 Pete Bruisehead, Standoff, Alberta
1926 Ray Knight, Raymond, Alberta
1927 Pete Bruisehead, Standoff, Alberta
1928 Eddie Bowlen, Calgary, Alberta
1929 Floyd Peters, Cardston, Alberta
1930 Floyd Peters, Cardston, Alberta
1931 K. H. Galbraith, Cardston, Alberta
1932 Pat Burton, Claresholm, Alberta
1933 Pat Burton, Claresholm, Alberta
1934 A. M. Burton, Claresholm, Alberta
1935 Pat Burton, Claresholm, Alberta
1936 Warner Linder, Cardston, Alberta

1937 Pat Burton, Claresholm, Alberta
1938 Hugh Connell, Stavely, Alberta
1939 Al Galarneau, Finnegan, Alberta
1940 Pat Burton, Claresholm, Alberta
1941 W. M. Mounkes, Nanton, Alberta
1942 Jack Morton, Warner, Alberta
1943 Floyd Peters, Browning, Montana
1944 Andy Gamlin, Wilson, Oklahoma
1945 Floyd Peters, Havre, Montana
1946 Al Galarneau, Sunnybrook, Alberta
1947 Geo. Leask, Madden, Alberta
1948 F. C. Stover, Tularosa, New Mexico
1949 Jimmie Cooper, Monument, New Mexico

1950 Rudy Doucette, Phoenix, Arizona
1951 Jim Stavely, Powhusko, Oklahoma
1952 F. C. Stover, Tularosa, New Mexico
1953 F. C. Stover, Tularosa, New Mexico
1954 Cliff Vandergrift, Turner Valley, Alta.
1955 Byron Wolford, Tyler, Texas, U.S.A.
1956 Byron Wolford, Tyler, Texas, U.S.A.
1957 Sonny Hendrich, Clovington, N.M.
1958 Dean Oliver, Fort Worth, Texas
1959 Dale Smith, Phoenix, Arizona
1960 Dale Smith, Chandler, Arizona
1961 Vernon Kerns, Hearne, Texas
1962 Mel Potter, Tucson, Ariz.
1963 Dale Smith, Chandler, Arizona

Winners of the Canadian All-Round Cowboy Championship

1924 P. LeGrande, Pincher Creek, Alberta
1928 Lee A. Farris, DeWinton, Alberta
1929 Lee A. Farris, DeWinton, Alberta
1930 Frank Sharp, High River, Alberta
1931 Herman Linder, Cardston, Alberta
1932 Herman Linder, Cardston, Alberta
1933 Herman Linder, Cardston, Alberta
1934 Herman Linder, Cardston, Alberta
1935 Herman Linder, Cardston, Alberta
1936 Herman Linder, Cardston, Alberta
1937 A. K. Lund, Milk River, Alberta
1938 Herman Linder, Cardston, Alberta

1939 Clark Lund, Raymond, Alberta
1940 A. K. Lund, Milk River, Alberta
1941 Frank McDonald, Maycroft, Alta.
1942 J. Robertson, Pincher Creek, Alberta
1943 Wally Lindstrom, Airdrie, Alberta
1944 Wally Lindstrom, Airdrie, Alberta
1945 J. Robinson, Pincher Creek, Alberta
1946 Frank Duce, Cardston, Alberta
1947 Frank Duce, Cardston, Alberta
1948 Ken Brower, Manyberries, Alberta
1949 Reg Kesler, Rosemary, Alberta
1950 Reg Kesler, Rosemary, Alberta

1951 Harold Mandeville, Skiff, Alberta
1952 Wilf Gerlitz, Black Diamond, Alberta
1953 Gordon Earl, Newgate, B.C.
1954 Gordon Earl, Newgate, B.C.
1955 Wilf Gerlitz, Black Diamond, Alberta
1956 Keith Hyland, Black Diamond, Alta.
1957 Keith Hyland, Black Diamond, Alta.
1958 Wilf Gerlitz, Youngstown, Alberta
1959 Wilf Gerlitz, Youngstown, Alta.
1960 George Myren, Viking, Alberta
1961 George Myren, Viking, Alberta
1962 George Myren, Viking, Alta.
1963 Kenny McLean, Okanagan, B.C.

Winners of the North American All-Round Cowboy Championship

1928 Paddy Ryan, Ismay, Montana
1929 Not Awarded
1930 Paddy Ryan, Ismay, Montana
1931 Eddie Woods, Emmett, Idaho
1932 Herman Linder, Cardston, Alberta
1933 Eddie Woods, Emmett, Idaho
1934 Herman Linder, Cardston, Alberta
1935 Herman Linder, Cardston, Alberta
1936 Herman Linder, Cardston, Alberta
1937 Don Thompson, Black Diamond, Alta.
1938 Herman Linder, Cardston, Alberta
1939 Clark Lund, Raymond, Alberta

1940 Jack Wade, Halkirk, Alberta
1941 Frank MacDonald, Maycroft, Alberta
1942 Arnold Montgomery, Dorothy, Alberta
1943 Arnold Montgomery, Dorothy, Alberta
1944 Bill Linderman, Red Lodge, Montana
1945 Bill Linderman, Red Lodge, Montana
1946 Bill Linderman, Red Lodge, Montana
1947 Bill Linderman, Red Lodge, Montana
1948 Bill Linderman, Red Lodge, Montana
1949 Eddie Akridge, Beaver, Oklahoma
1950 Gerald Roberts, Strong City, Kansas
1951 Bill Linderman, Red Lodge, Montana

1952 Wilf Gerlitz, Black Diamond, Alberta
1953 Del Haverty, Benson, Arizona
1954 Gordon Earl, Newgate, B.C.
1955 Casey Tibbs, Fort Pierre, S. Dakota
1956 Keith Hyland, Black Diamond, Alberta
1957 Keith Hyland, Black Diamond, Alberta
1958 Guy Weeks, Abilene, Texas
1959 Del Haverty, Casagrande, Arizona
1960 George Myren, Viking, Alberta
1961 Guy Weeks, Abilene, Texas
1962 Guy Weeks, Abilene, Texas
1963 Mac Griffith, Pendleton, Oregon

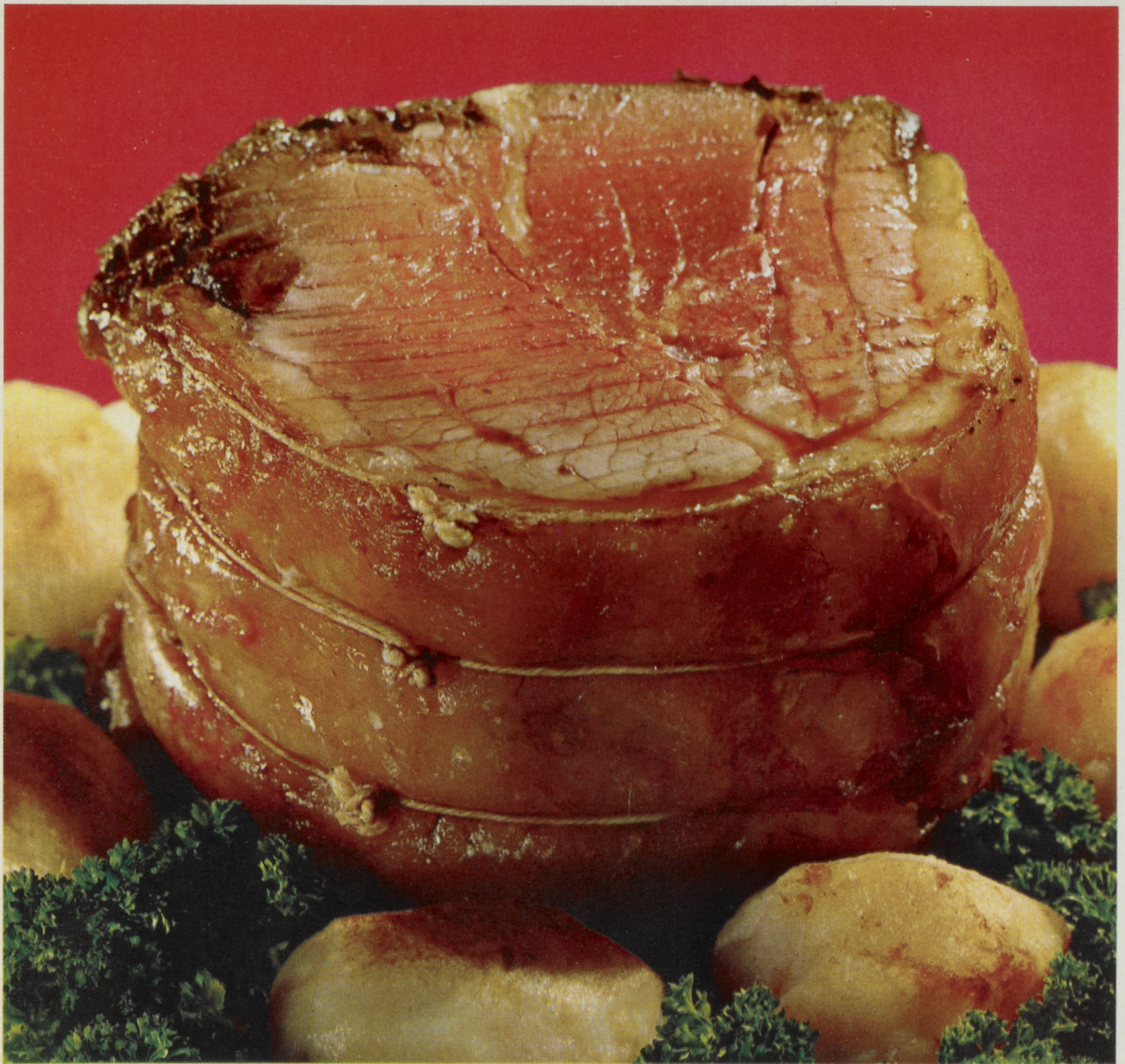
Winners of the Steer Decorating Contest

1927 Paddy Ryan, Ismay, Montana
1928 Bob Crosby, Kenna, New Mexico
1929 Everett Bowman, Safford
1930 John Bowman, Trent, Texas
1931 Oral Zumalt, Wolfe Creek, Mo.
1932 Ralph Stanton, Missoula, Mont.
1933 Frank McDonald, High River, Alberta
1934 Chick Hannon, North Platt, Neb.
1935 Warner Linder, Cardston, Alberta
1936 Warner Linder, Cardston, Alberta
1937 A. K. Lund, Milk River, Alberta
1938 Warner Linder, Cardston, Alberta

1939 Ray Mavity, Helena, Montana
1940 Jack Wade, Halkirk, Alberta
1941 Frank McDonald, Maycroft, Alberta
1942 Jimmy Wells, Cardston, Alberta
1943 Jimmy Robinson, Pincher Creek, Alta.
1944 Pud Adair, Wickensburg
1945 Floyd Peters, Havre, Montana
1946 Tom Duce, Cardston, Alberta
1947 Scotty Bagnell, Arlee, Montana
1948 Elliott Calhoun, Las Vruce, N. Mex.
1949 Everett Vold, Ponoka, Alberta
1950 Everett Vold, Ponoka, Alberta

1951 Tom Duce, Cardston, Alberta
1952 Tom Jones, California
1953 Harry Dodging Horse, Sarcee, Alberta
1954 Francis Manywounds, Sarcee, Alberta
1955 Stan Walker, Medicine Hat, Alta.
1956 Bud Butterfield, Ponoka, Alberta
1957 Harold Mandeville, Skiff, Alberta
1958 Bud Van Cleave, Taber, Alta.
1959 Bud Butterfield, Ponoka, Alberta
1960 Stan Walker, Lethbridge, Alberta
1961 C. R. Jones, Santa Fe, California
1962 Bud Butterfield, Ponoka, Alta.
1963 Bud Butterfield, Ponoka, Alberta

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